

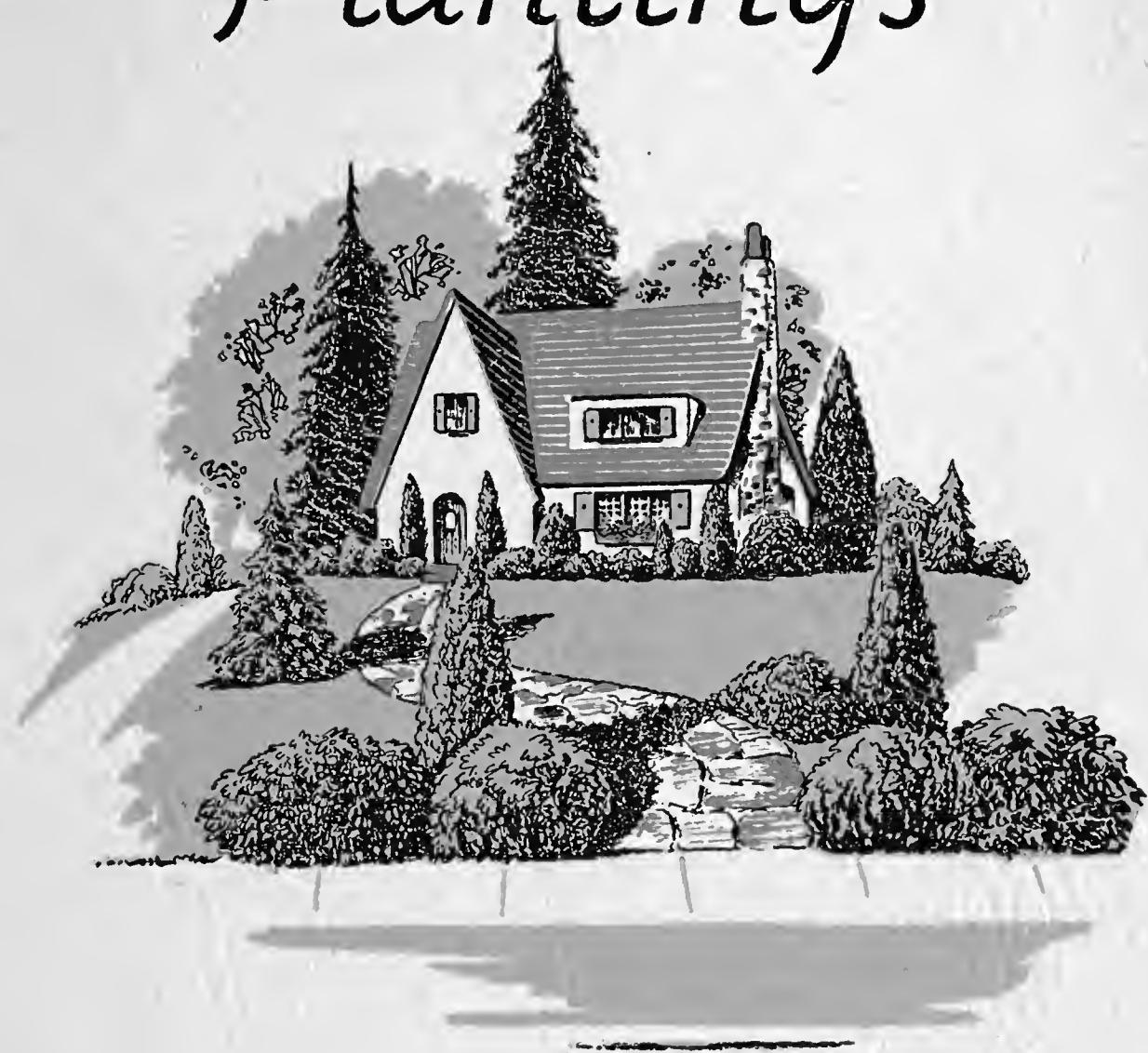
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The Book of Dependable Plantings



SHERMAN NURSERY CO.
CHARLES CITY, IOWA



HALF A CENTURY of Service and Experience

—Guarantee Satisfaction to Our Customers



Home Office, Charles City, Iowa.

FOR more than half a century this nursery, located in the fertile valley of the Cedar River, has been supplying the city, town and farm homes of the Middle and Northwest with Hardy Northern Grown Nursery stock. And as you today travel the plains country of Iowa, Minnesota, North and South Dakota, Nebraska and Kansas, and note the shelterbelts or windbreaks surrounding the various farm homes, you would find, should you investigate, that a great percentage of them had their origin in the Sherman Nursery Company at Charles City, Iowa. Even the great orchardists of Washington and Oregon in the Pacific Coast States—who now ship apples back to the Midwest and Eastern markets by the trainload—bought, years ago, apple trees from Sherman's by the carload. And across that imaginary line that separates the United States from our Canadian neighbors on the north, you will find many Sherman plantings. Wisconsin to the northeast, Illinois and Indiana to the east and Missouri to the south have long been valued patrons of Sherman's. Over this vast territory the name of Sherman Nursery Company has been long and favorably known and within this area are located the thousands of customers to whom we extend our sincere thanks for their patronage and the friendly recommendations which have made possible the growth of this institution.

Our Aim

has ever been and today is to so conduct our business relations with our customers that the confidence imposed in us will be fully justified. That we have succeeded in no small degree is evidenced by the growth of this institution during the past 50 odd years. From a small 20-acre plot with a single hothouse we have grown to a plant incorporating approximately 1,000 acres with propagating sheds and greenhouses containing 100,000 square feet of glass, and what is acknowledged to be one of the largest and best packing or storage cellars in the entire country.

While the founders of the business have passed into "that mysterious realm from which no man returneth" and the management has passed into the hands of a younger generation, there exists more than ever before, that realization that success in modern business demands the rendering of an efficient, satisfactory and economical service to justify existence. With this thought in mind even greater precautions are taken today than ever before to insure the production of only high grade stock, the careful packing of shipments and the conduct of business relations on a high scale of mutual satisfaction and the delivery of full value to every customer.

Knowledge and Experience

Our propagators and planters are men of long and successful experience, each of whom has been associated with this nursery for an extended period of years. They are specialists in their

lines and their efforts are restricted to the special varieties in the production of which they have had extensive and practical experience. All these men take pride in producing a plant of superior quality, and their departments are imbued with the idea that none but the best possible stock is acceptable. Knowledge and experience supplemented by enthusiasm, energy, and a desire to excel must result in a superior product.

Advantageous Location

Our location is especially favorable to the growing of sturdy, hardy stock. Situated in the fertile valley of the Cedar River, we have the advantage of some of Iowa's richest soil. Having approximately 1,000 acres in our plant, we are in position to choose those locations and the particular type of soil to which the different varieties of plantings are suited, and in which they best thrive—all of which promotes strong growth and fine roots.

Our weather during the winters is severe. Our average annual temperature at this location as computed from the United States Weather Bureau station reports (located here) is the same as St. Paul, Minnesota, located more than 150 miles north. Subjected to these rigorous conditions only healthy hardy stock survives and reaches the commercial stage of development—the stage in which it is shipped to our trade. To avoid heavy losses during the early stages of growth we are forced to use only hardy northern grown seed. No irrigation is used. All plants mature from the natural rainfall, or die—and we, not our customers, suffer the loss.

Superior Packing Facilities

But the care used in the selection of hardy thrifty varieties, the money and effort expended in their propagation and growth would be largely lost if the matured stock was not carefully dug, scientifically stored and properly packed. To that end we have built what is



Extra Good Storage Facilities.

Nearly $1\frac{1}{2}$ acres (60,000 square feet) under the one roof of our cellar.

SHERMAN NURSERY COMPANY, CHARLES CITY, IOWA

acknowledged to be one of the largest and best packing cellars in the United States. It is underground—thoroughly insulated—and provides that degree of humidity and temperature so essential for the proper storage of nursery stock. Covering approximately one and one-half acres, it provides ideal facilities for storage, handling and packing. And this work is in charge of men who have been doing the work for years. This is one reason why our stock reaches the customer in so much better condition than that from the ordinary nursery. Money has been expended freely by this company to assure delivery to our customers of the best stock their money can buy and in the best possible condition.

Guarantee

As a result, we have no hesitancy in extending the guarantee printed below which is a part of our purchase contract to each of our customers.

"We guarantee our stock to be strictly first quality, graded by the highest standards known to the nursery trade. We guarantee it to be in healthy growing condition at the time of delivery. Any stock that does not come up to this guarantee will be replaced without charge upon immediate notification thereof."

Replacement Policy

The foregoing guarantee assures our patrons of first quality, highest grade stock in healthy growing condition. After delivery, elements over which we have no control—such as improper planting, lack of normal care, unfavorable weather conditions—enter into the final maturity of the planting. We cannot assume full responsibility for these factors. However, to co-operate with our customers we will, provided we are notified prior to September 1st following planting, supply new stock at one-half the regular price for any stock failing to grow during the first season.

Largest Growers of Evergreens in the World

Specializing in evergreens from the start, we have for years been acknowledged to be the largest growers of evergreens in the world. More than 10,000,000 evergreens of many varieties and in different stages of development, from the newly sprouted seedling to the mighty monarch of the forest, are now growing in our grounds. Here you will see the Spruces—Norway, White, Black Hills, Colorado Blue and Green varieties—Northern, Scotch, Austrian and Ponderosa Pines—those hardy drought resistant trees in both windbreak and specimen

grades and sizes, as well as the different varieties of Arbor-vitae, the low spreading or staked Junipers, and the Firs. For whatever purpose desired and size required, our large stock will meet your requirements and desires.

Extensive Selection

Our selection of evergreens, shade and ornamental trees, fruits, shrubs, perennials and plants is extensive; probably the largest assortment ever offered by one firm. This book illustrates and describes only a portion of the varieties to be found in our fields. Our price list quotes on the entire line.

Dependable Varieties

Yet we grow only those varieties which in our experience have proven hardy and dependable—those plantings which give satisfaction to our customers and create good will and repeat business for us.

Landscape Department

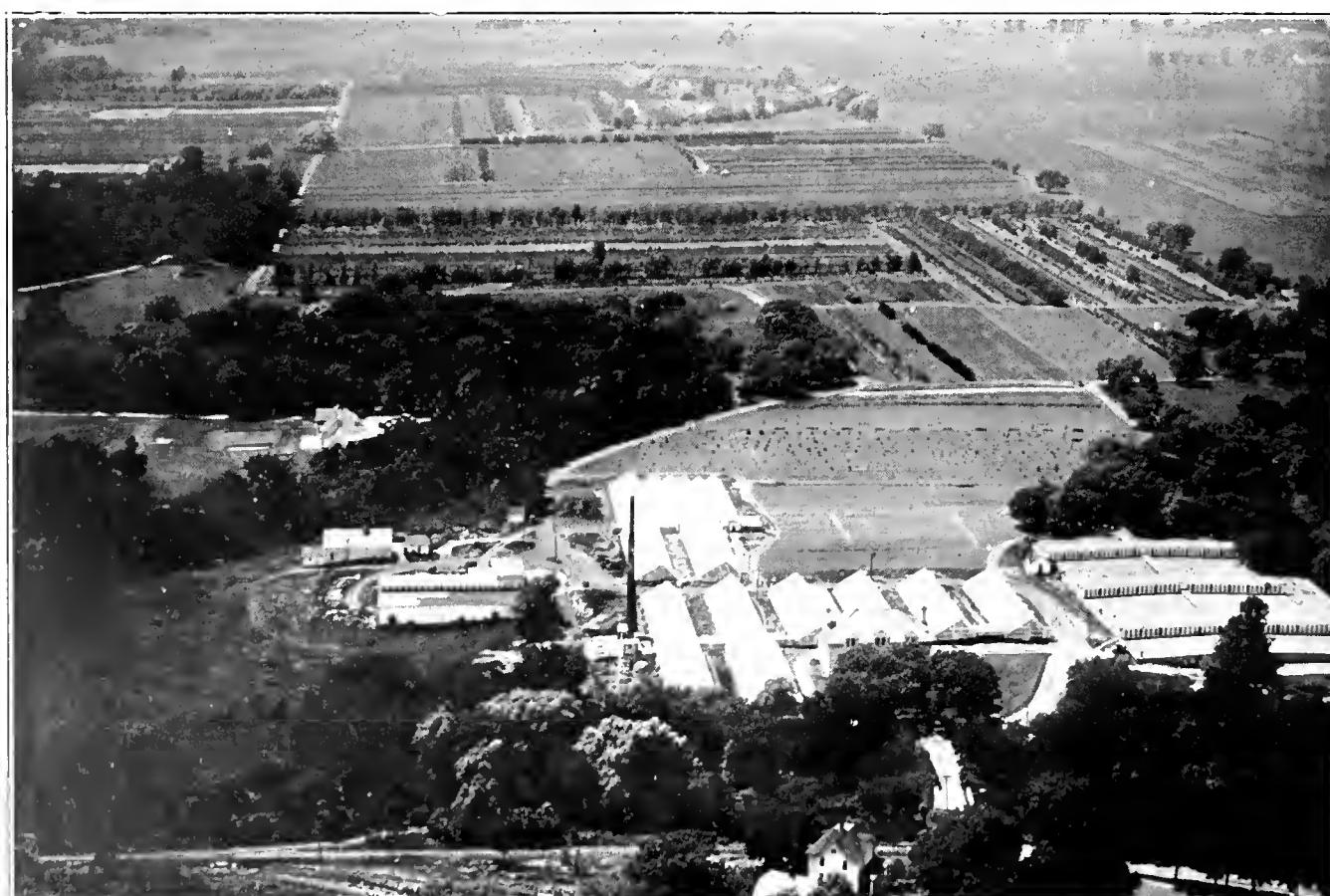
For the convenience of our patrons we maintain our own landscape department, which is in charge of skilled designers of practical experience. From a rough sketch this department will, for a very nominal sum (which charge is absorbed where the stock is purchased from us) prepare a plan in black and white, or in color, which when planted will add not only beauty to your home but value to the property, and increase to the highest degree that satisfaction and pride which comes from home ownership. Whether the proposed planting be large or small, we are in position to handle it.

Quality is Our Appeal

Quality, for which there is no substitute, is our goal and our appeal. We make no pretense of competing with the mail order or radio broadcasting organizations—many of whom grow none or very little of their stock. Our prices are higher, our quality superior, our service better, and the value delivered is greater.

Beginning with a careful selection of only hardy seeds or plants, no expense is spared in the scientific propagation, proper planting, extensive cultivation, liberal spacing, root-pruning, timely trimming of branches and the careful development of the growing variety to assure a hardy, well-rooted healthy specimen. But even with this care, hundreds of trees and shrubs are culled out each year as a result of our rigid inspection at all stages of growth to assure only first quality stock, graded by the highest standards known to the nursery trade, reaching our customer.

We truly believe that "a satisfied customer is the best advertisement."



View of Part of Our 1000-Acre Nursery Taken from Airplane.

APPLES



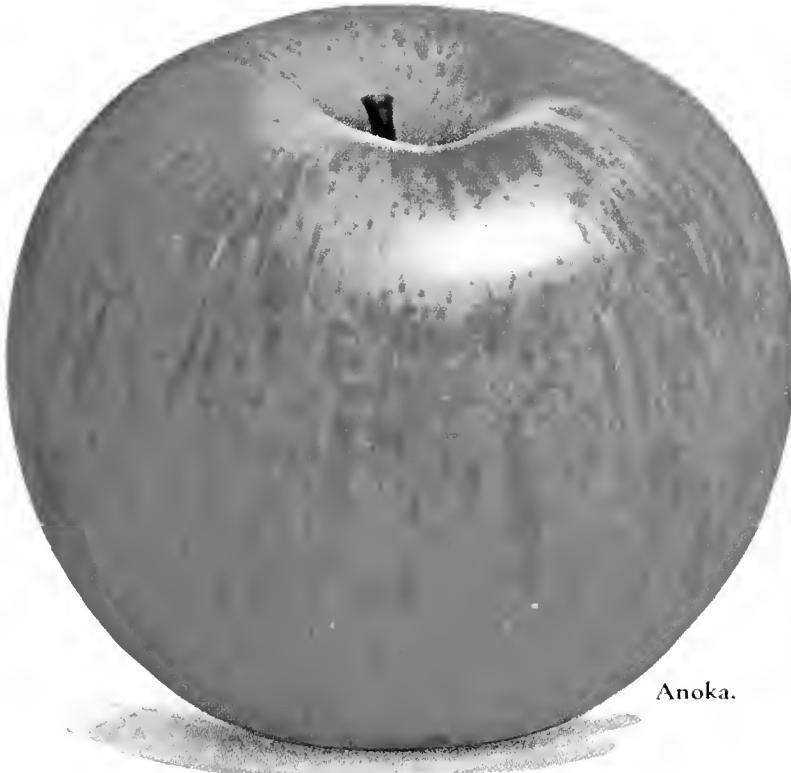
Haralson.

Haralson

A new variety, satisfying all market requirements for a good sized, red, long-keeping Apple. Extremely hardy and a heavy bearer. Comes into bearing early and is ideal for the home garden. The coming Apple for the Northwest.

Anoka

Comes into bearing the second year. Dwarf tree; fruit similar to Duchess.



Anoka.



Northwest
Greening.



Wealthy.



Brilliant.

Brilliant

An improved snow apple borne heavily on medium-sized trees. One of the finest of dessert apples during its season (October to Christmas), but not very good for cooking. A profitable sort for which there is always a good demand.



Delicious.

Delicious

The finest of all dessert apples. Commands the highest prices in all markets and is a fine keeper and shipper. Very distinctive in appearance and famous for its crisp, "delicious" flesh. There is always room for more Delicious.



Red Duchess.

Red Duchess

An improved bud sport of Duchess. It has all the good qualities of its parent and in addition is of a fine red color. Red Duchess picked before ripe and canned makes a delicious sauce with a flavor all its own. Commands a good price on any market.

Whitney Crab

A large red Crab of mild flavor, excellent for eating, canning and pickling. A heavy cropper, perfectly hardy and immune to blight.



Whitney Crab.

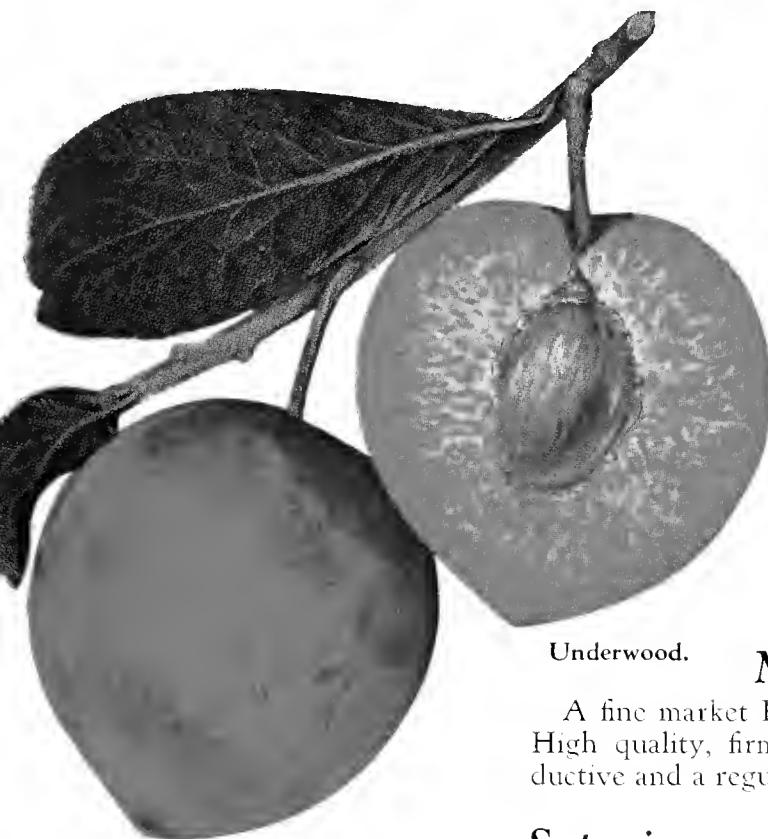


Dolgo Crab.

Dolgo Crab

The perfect Crab. Hardly everywhere. Heavy bearer, usually beginning the year after setting. Jells perfectly even when dead ripe. A fine ornamental tree for the lawn as well as a wonderful commercial sort. Rapidly displacing such varieties as Transcendent and Hyslop.

PLUMS and CHERRY-PLUMS



Underwood.

Kaga

A fine, medium sized Plum of excellent quality, good for eating and canning. Bears second year. Very hardy. Splendid pollenizer to plant with varieties listed below.

Underwood

Earliest of the large Plums and an annual bearer. Attractive fruit of splendid quality, ripening over a long period.

Monitor

A fine market Plum for the Northwest. High quality, firm flesh, large, very productive and a regular bearer. Late August.

Superior

Sensational new Plum. Very large; flesh firm and of delicious quality. Introduced and recommended by the Minnesota Fruit Breeding Farm.

Surprise

A fairly large Plum of fine quality borne in clusters. Heavy and dependable bearer. Good pollenizer for the home garden or for the commercial orchard.

Patten

Fine, large Plum for eating and canning. Bears young and heavily. Good commercial variety.



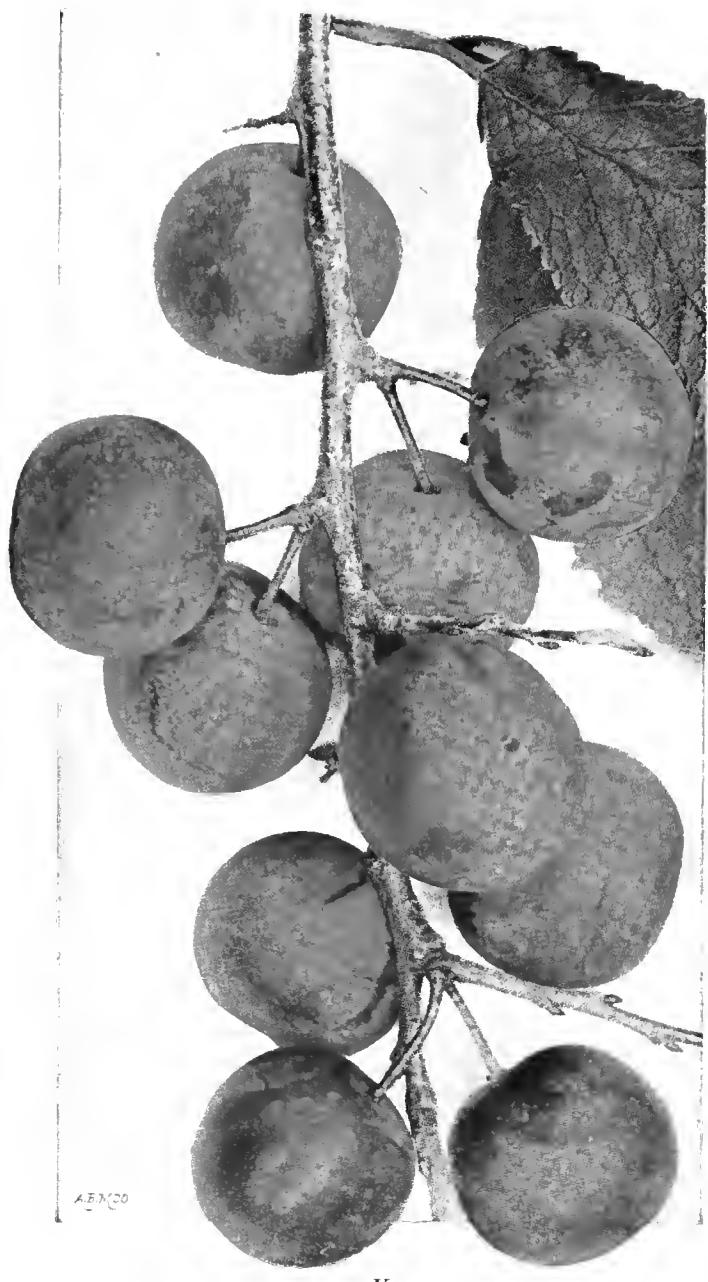
Patten.



Surprise.



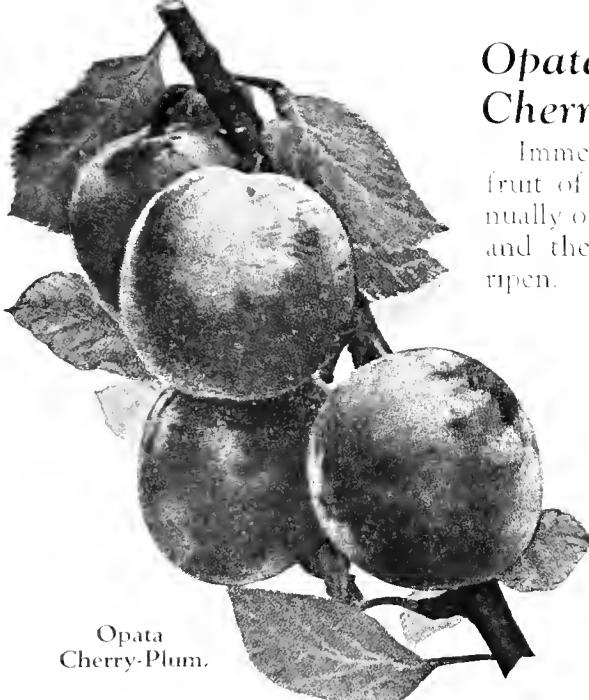
Superior.



Kaga.



Monitor.



Opata *Cherry-Plum*

Immense crops of medium-sized fruit of pleasing flavor borne annually on dwarf trees. Fine quality and the earliest of all Plums to ripen.

Sapa *Cherry-Plum*

Early; medium to large fruit; fine for canning. Trees bear young, heavily and with great regularity. One of the finest of the Hansen Plums. Purple flesh, fine flavor.



Sapa Cherry-Plum.

Opata
Cherry-Plum.

CHERRIES ~

Early *Richmond*

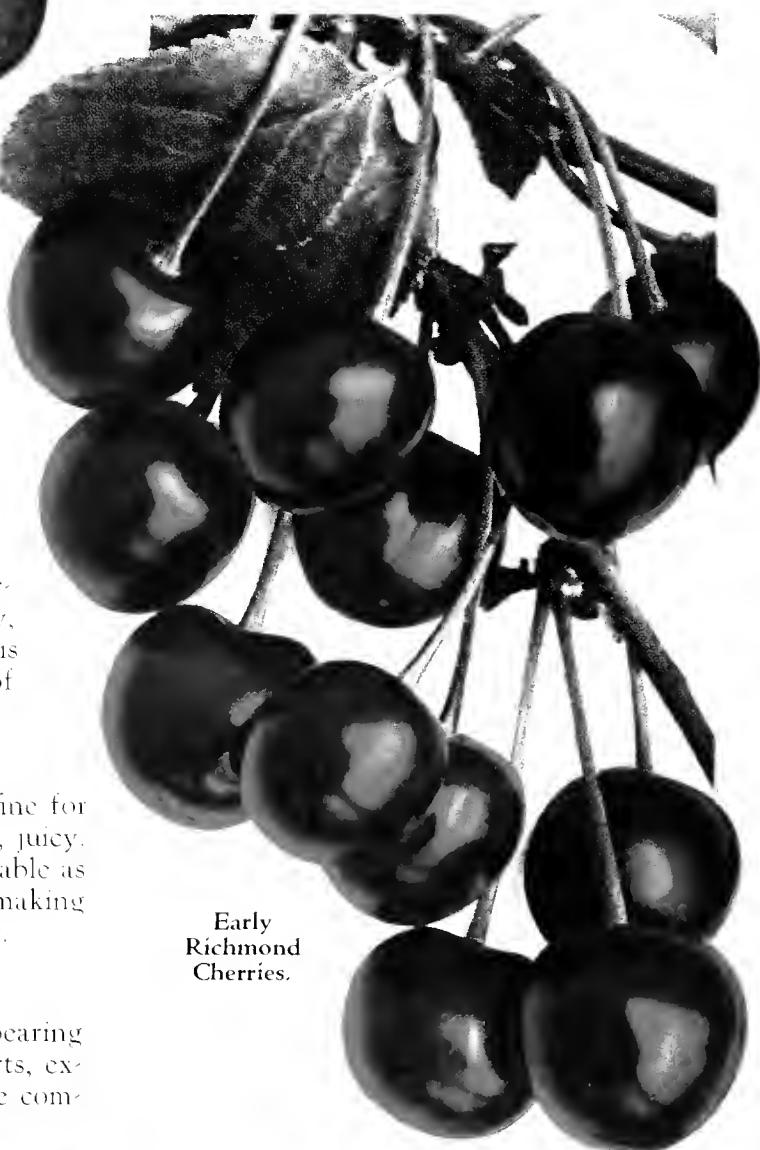
Earliest of all Cherries and an old favorite. Beautiful fruit; juicy, rich, acid flavor. Extremely hardy and a heavy annual bearer.

Oka

Immensely productive, bearing year after setting. Heavy, annual bearer of large, delicious fruit. Tree very hardy and of dwarf habit.

Compass

Very hardy and especially fine for preserving and canning. Tart, juicy. Besides its own fruit, it is valuable as a pollenizer for other sorts, making them bear much more heavily.



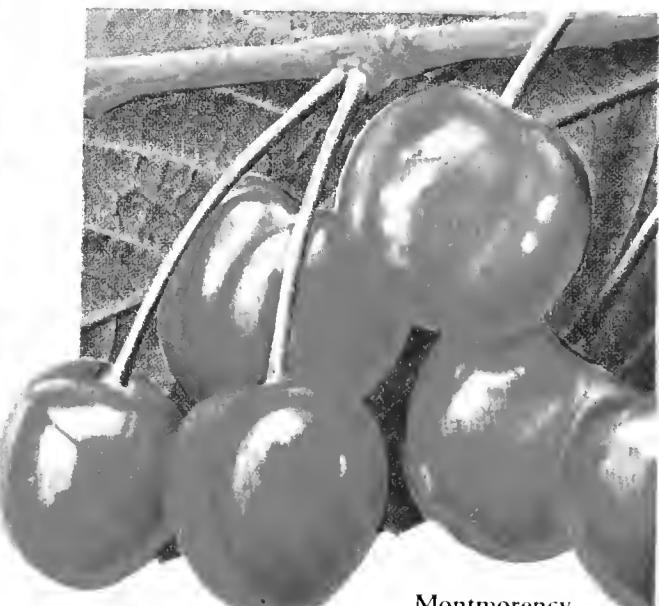
Early
Richmond
Cherries.

Montmorency

A beautiful large heavy-bearing Cherry. Follows the early sorts, extending the season. A favorite commercial variety.



Compass Cherries.



Montmorency
Cherries.



Oka Cherries.

PEARS

Patten

Strong, vigorous grower, apparently free from blight. Recommended where Wealthy apples can be grown. Fruit of Bartlett type, large, very tender, juicy and of good quality.



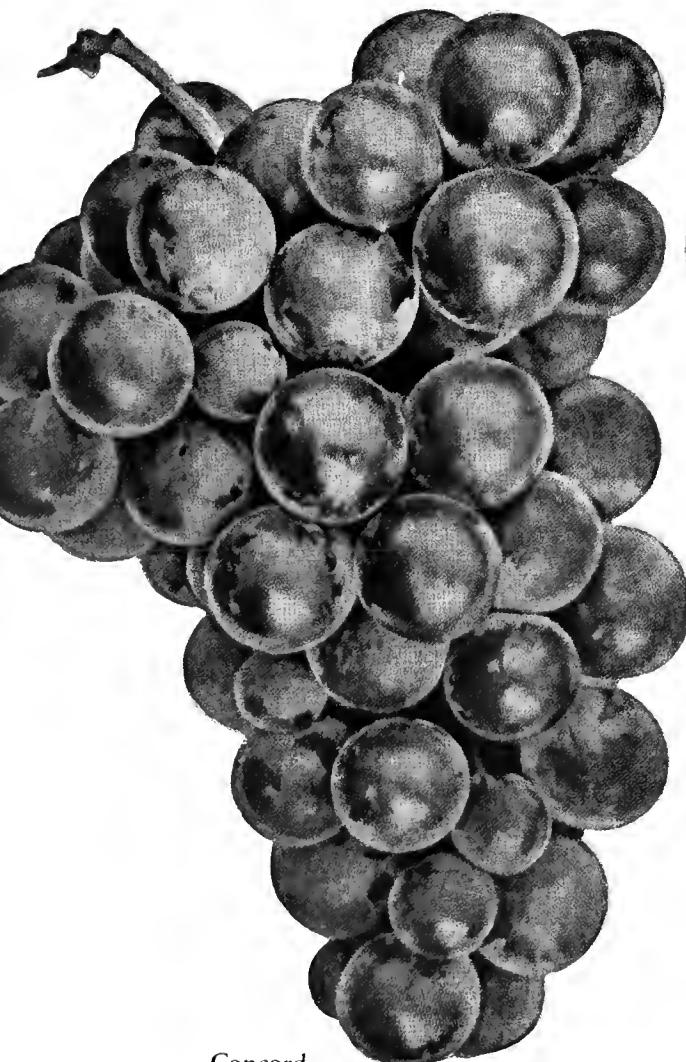
Minnesota No. 1 (Parker Pear)

Splendid new Pear of finest quality. Early, large size, tender and appetizing. Trees bear young and heavily. Highly recommended.

GRAPES

Fredonia

A new outstanding variety. The earliest good black Grape. Vines are vigorous and productive; 3 weeks earlier than Concord. Fine quality and flavor; juicy; ships well.



Concord.



Fredonia.

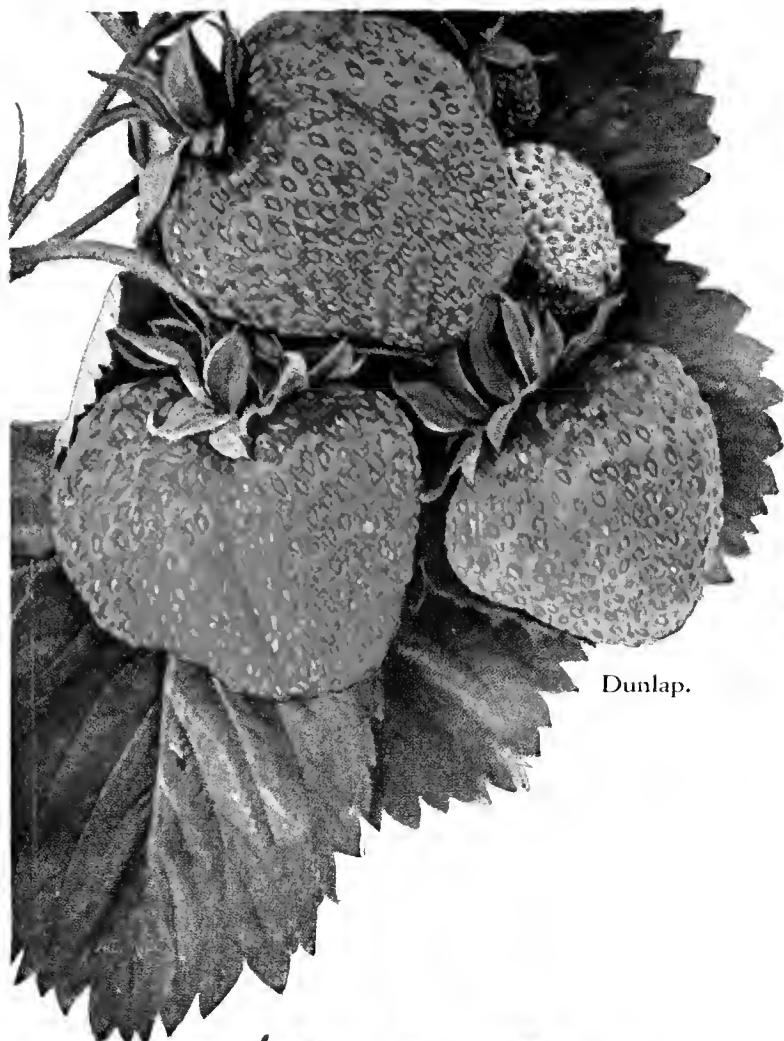
Beta

The hardest, most widely grown and profitable Grape for the Northwest. Can be grown far North because it ripens so early. Immense crops of highest quality fruit, valuable for jelly and juice. Needs no winter protection.

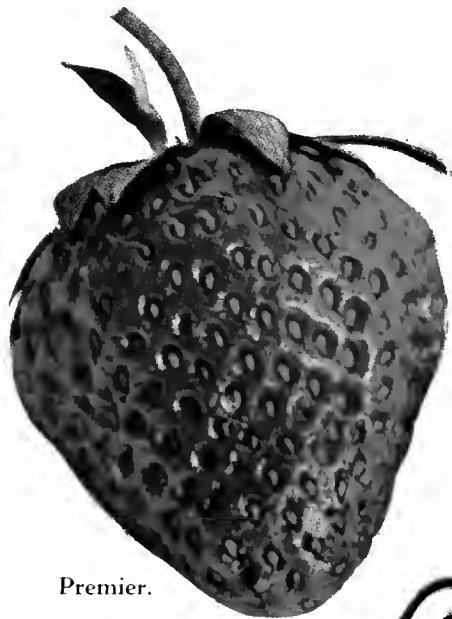
Concord

A very popular and profitable commercial variety but not good so far north as Beta. Our representative will advise you as to which variety is best suited to your needs.

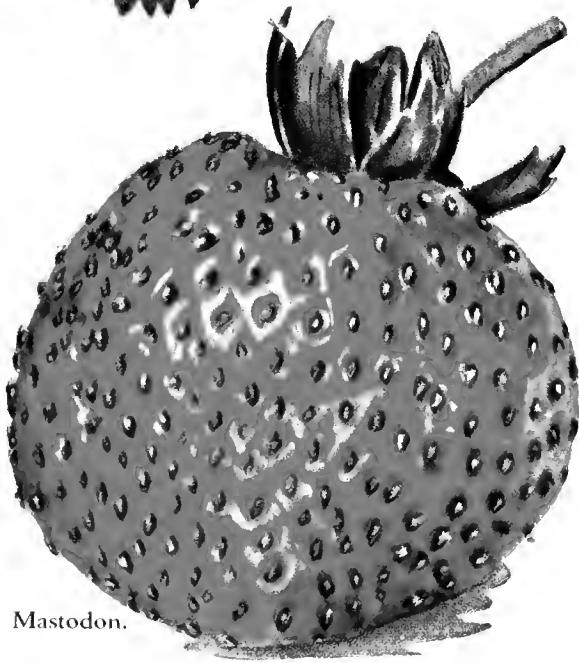
STRAWBERRIES



Dunlap.



Premier.



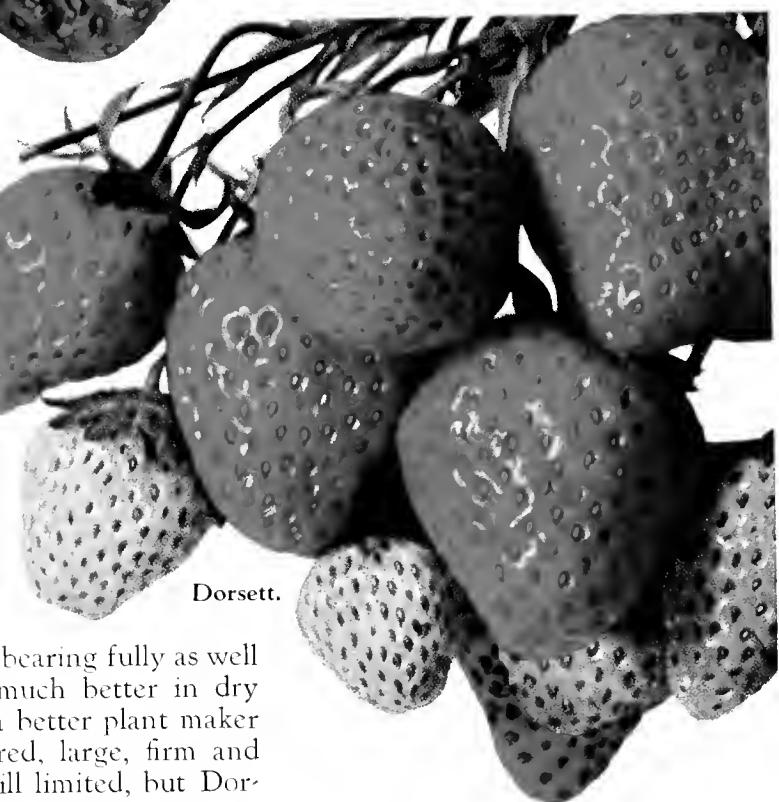
Mastodon.

Dunlap

Substantial and dependable midseason sort. An old variety but still very popular. Berries of medium size, bright red clear through, and of good quality.

Dorsett

Higher quality than Premier, bearing fully as well under normal conditions and much better in dry seasons. Disease resistant and a better plant maker than Premier. Berries bright red, large, firm and very attractive. Supplies are still limited, but Dorsett and Fairfax are considered the great commercial berries of the future.



Dorsett.

Fairfax

A new variety, more vigorous than Premier and of more consistent quality. Berries large and firm. Fully as heavy in yield under normal conditions and much better in dry spells. To get started with the best, plant Fairfax and Dorsett.

Mastodon

Mastodon, tried and true, is the King of Everbearers. Immense, sweet, richly flavored berries from June until heavy frost. Mastodon is entirely hardy and gives wonderful results everywhere. Besides the pleasure of summer and fall berries on the own table, there is always a high priced market for fruit outside the regular Strawberry



Fairfax.

RASPBERRIES



Newburgh.



Cumberland.

Cumberland

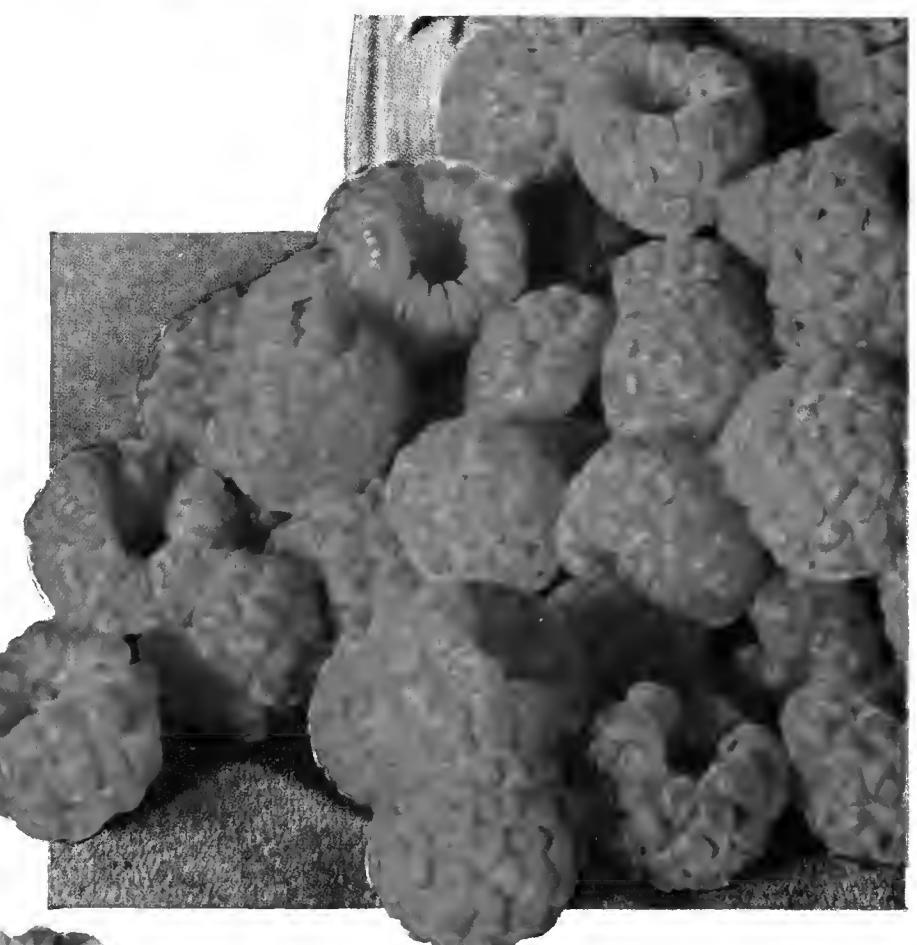
The standard of Black Raspberries. Fruit medium in size and of fine flavor. It is a heavy cropper and very dependable. Good for home use and a fine commercial variety. The bushes are sturdy and quite hardy, although some winter protection is desirable in the extreme North.

Newburgh

A new variety, very outstanding, and it is rapidly winning favor. Very productive, fruit large, firm, of highest quality and has no superior in keeping and shipping qualities.



Latham.



Chief.

Chief

The early, big-money Raspberry. All the good qualities of Latham and ten days earlier. Very resistant to mildew, plants sturdy and very hardy. Fruit attractive, firm, juicy, of high quality; does not crumble. Plant Chief for early, high-priced berries.

Latham

By its own merit, in a few short years, Latham has become the most popular Red Raspberry in the United States. Good everywhere, hardy, productive, profitable, it is the finest both for the home garden and the commercial planting. A sure cropper, fruit carries well and commands premium prices.

Alfred **BLACKBERRY**

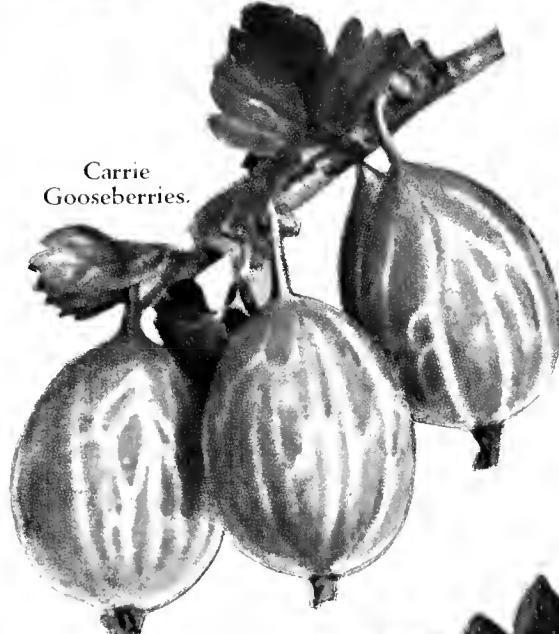
The coreless Blackberry. A vigorous grower, the plants strong and well able to carry its immense crops of fruit. Ripens early and continues over a long season. Berries large, sweet and delicious. Some winter protection is desirable in extremely severe climates.

Red Lake **CURRANT**

A real improvement in Currants. Big berries in long, well-filled bunches. Bushes thrifty and very productive. Brings top prices. A splendid money-maker.

Alfred
Blackberries.

Carrie
Gooseberries.



Carrie **GOOSEBERRY**

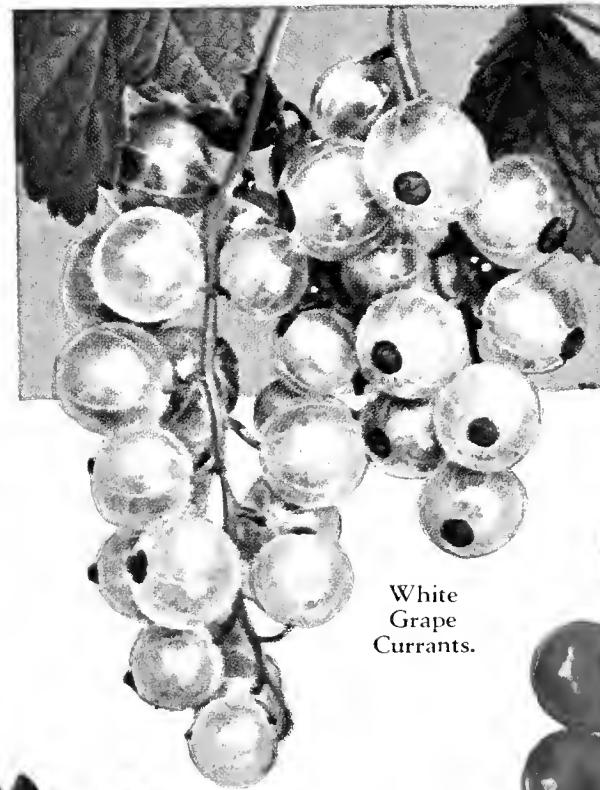
Very large berries of delicious flavor produced freely on the sturdy, hardy bushes.

Washington **Pedigreed** **ASPARAGUS**

The very finest of all Asparagus. A pedigreed strain, bred to resist rust. The shoots are thick and very of unsurpassed quality. The yield is extremely heavy. Asparagus is a ready-money crop, sell on the



Washington Pedigreed Asparagus.



White
Grape
Currants.

White Grape **CURRANT**

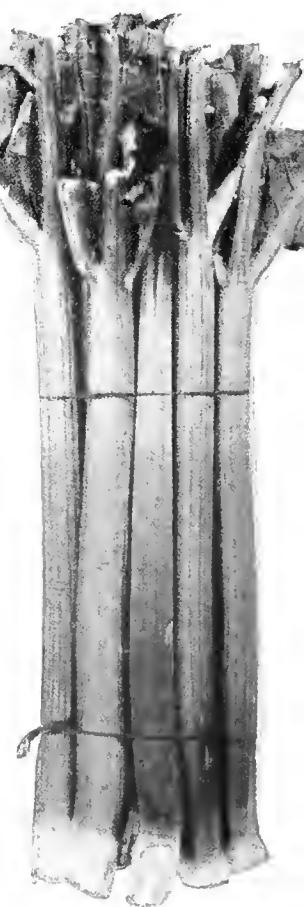
Large, spicy white berries in beautiful large clusters. Fine for table use. The best of the white Currants.



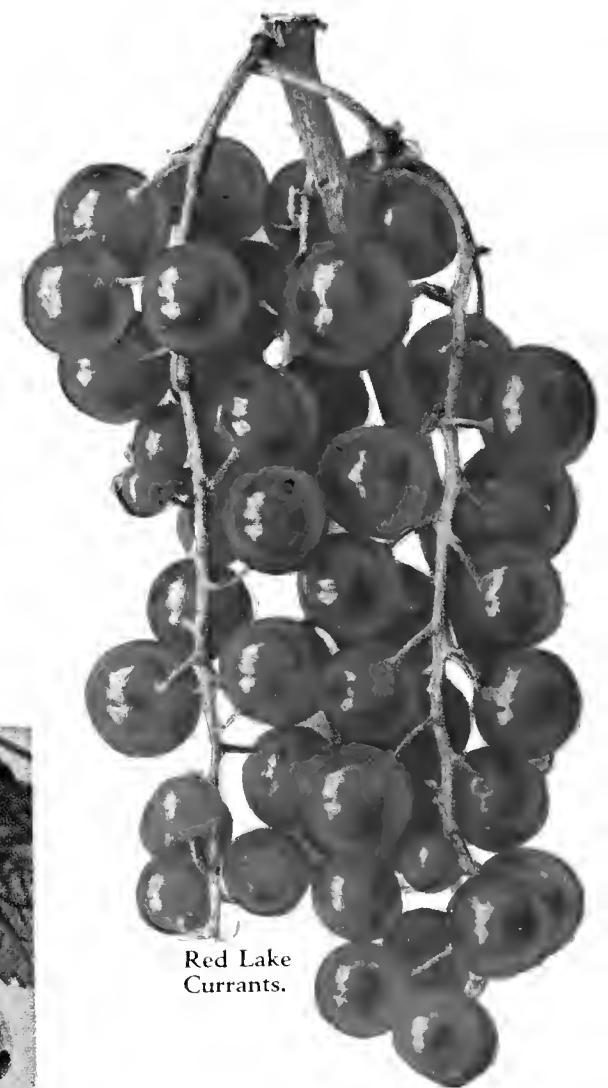
London Market Currants.

RHUBARB

Rhubarb sauce and pies are old-time favorites that are always welcome. Rhubarb will do well with little or no care, but well repays the use of fertilizer. It is also a fine market crop, always finding ready acceptance.



Rhubarb.



Red Lake
Currants.

London Market **CURRANT**

The best and most productive of the older varieties. Fruit is of fine quality and readily acceptable on markets. A good variety for the home garden.

EVERGREENS



American Arbor-Vitae.

There has been, in recent years, a constantly increasing tendency to replace outworn shrub plantings with evergreens. The slightly higher original cost is largely offset by the immediate effect, permanence with little care, and year-round beauty. With the great variety of colors, shapes and foliage now available, evergreens are the ideal material for foundation and massed plantings, greatly accentuating the beauty of the home and grounds. And they blend well with flowering plants, allowing beauty and fragrance of bloom, but avoiding the bare, bleak effect in the winter of shrubs and perennials used alone. Some of the varieties make fine windbreaks, their closely interwoven leaves and branches effectively protecting your home from the cold blasts of winter.

American ARBOR-VITAE

A very popular evergreen for the corners of a foundation planting, for screens or lawn specimens. A compact, graceful pyramid, easily kept trimmed to any size desired. Foliage beautiful, flat and dense. Widely used for permanent, hardy, clipped hedges.



Globe Arbor-Vitae.



Pyramidal Arbor-Vitae.

Pyramidal ARBOR-VITAE

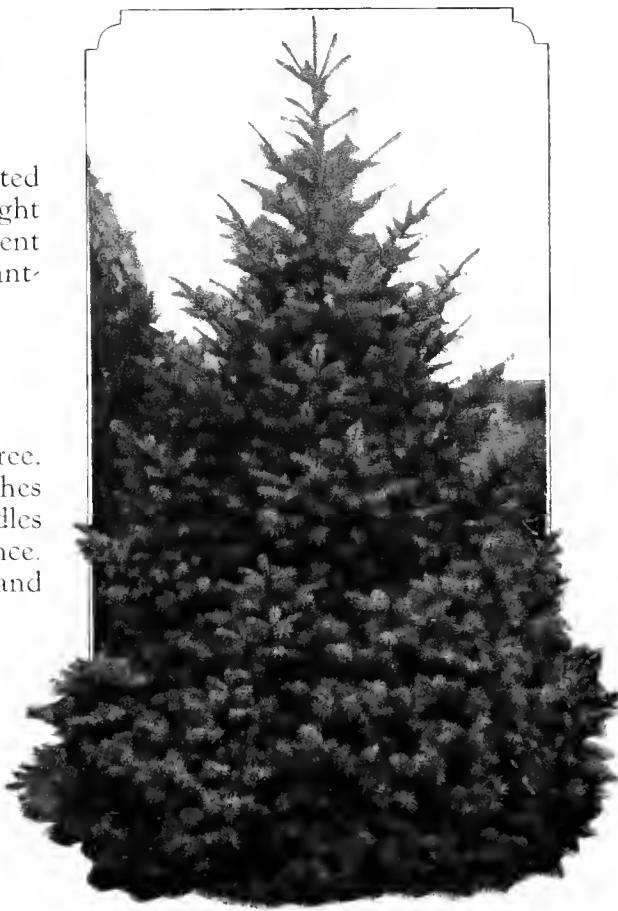
Beautiful, slender, pointed trees with thick, lacy, bright green foliage. Fine accent points in the foundation planting or for formal use.

Concolor FIR

A superb specimen tree. Never loses its lower branches and the long, thickly set needles give it a full soft appearance. Grows more compact and shapely each season.

Douglas FIR

A grand, deep green, tall, rather narrow pyramid growing more beautiful each year. Very hardy and drought-resistant.



Douglas Fir.

Concolor Fir.



Virginiana Juniper.

Virginiana **JUNIPER**

Broad, tapering pyramid with thick, feathery foliage. Extremely hardy and adaptable to almost any conditions. Very graceful in natural shape but can be readily sheared to any size or shape. A most satisfactory evergreen and one of the most widely grown.

Blue **JUNIPER**

One of the most striking of all evergreens. In its natural shape it is extremely graceful and feathery, an ideal subject for the informal planting. Or it can be trimmed to an attractive pyramid for more formal treatments. In either handling, its distinctive color provides variety that is most desirable.

Savin **JUNIPER**

Dark green, feathery foliage and dense, spreading branches make the Savin Juniper an ideal plant for the foreground. Hardy everywhere and does well under the most trying conditions.



Blue Juniper.



Savin Juniper.

Pfitzer's **JUNIPER**

The most graceful and useful of all low growing evergreens. Feathery, gray-green foliage. May be used for foreground work or staked up to form a low, broad pyramid.



Pfitzer's Juniper.

Cannart **JUNIPER**

A selected type of Virginiana Juniper, naturally developing a fine pyramidal form. Very compact, rich green, tufted foliage. Extremely hardy; splendid in groups, in foundation plantings or for isolated specimens on the lawn.



Cannart Juniper.



Austrian Pine.

Scotch PINE

Scotch Pines are stocky and bushy when young, gradually taking on, as they grow older, a picturesque irregularity of outline that is very attractive. Hardy, extremely rapid of growth, and tolerant of soil, they are ideal for windbreaks.

Mugho PINE

These low, ball-shaped, dark green little evergreens are ideal for foreground work in foundation or mass plantings. In the spring the new growth looks like multitudes of tiny candles. Very hardy and useful.



Scotch Pine.



The Charm of This Entrance is Largely Due to its Evergreens.

Austrian PINE

Dark green tree of extremely handsome form, ideal for backgrounds, windbreaks or as a specimen tree on the lawn. Long needles, great spreading branches; a rapid grower. A most useful tree, splendid and inspiring.



Colorado Juniper.

Colorado JUNIPER

Tall, slender pyramids of regular shape and light silvery color. Extremely hardy and easily established. The striking appearance makes it of outstanding value as an ornamental evergreen, either as an accent in the foundation planting or as a specimen.



Mugho Pine.

BEAUTY is not seasonal when the foundation planting is composed either wholly or largely of evergreens. Their striking shapes and variety of color and texture of foliage give your home a spring-like appearance even in the most rigorous part of winter. Spring, too, does not seem so far away when the lines of your home are softened and beautified by an edging of soft, never-fading green.

Note in the planting at the left the strong accent points relieving the rather monotonous horizontal lines of windows, foundation, etc.; the soundness of this planting is evident even in the early years of its growth. The properly designed planting becomes more beautiful as each year passes.



Black Hills Spruce.

Norway SPRUCE

Norway Spruce has every attribute of the perfect windbreak tree. Thick, interlacing branches clear to the ground. The most rapid grower of all the Spruces. It is also a shapely, desirable specimen tree and ideal for landscape planting.



Shamrock Green Spruce.

Black Hills SPRUCE

Perfectly symmetrical, with heavy, thick foliage, somewhat bluish. Extremely hardy and easy to establish. Ideal for the single isolated specimen on the lawn. One of the best for windbreaks.



Colorado Blue Spruce.



Norway Spruce.

Shamrock Green SPRUCE

(Green Colorado Spruce)

Broad, even pyramids of rich green. Graceful branches with heavy foliage clear to the ground. Vigorous and hardy. Splendid for individual specimens or groups.

Colorado Blue SPRUCE

The perfect specimen tree. Broad, pyramidal shape, the lustrous blue foliage reaching clear to the ground. Its shapeliness and distinctive color make an eye-satisfying spectacle. Truly the "King of Evergreens."

Evergreen WINDBREAKS

An established evergreen windbreak moves your home hundreds of miles south in winter. Besides its beauty, the increased comfort is worth many times the cost. Many of the evergreens listed above are ideal for windbreak use. Our representative can give you valuable advice.



Evergreen Windbreak.

ORNAMENTAL TREES



Cut-Leaved Weeping Birch.



Mountain Ash.

Cut-Leaved Weeping BIRCH

The most beautiful and graceful of all trees. Effective planted singly, but best in groups of two or three. The white bark and finely cut, graceful leaves go well with evergreens, relieving the monotony in a large planting.



Hopa Crab.



Catalpa Bungei.

Hopa CRAB

A profusion of deep pink blossoms in spring followed by bright red fruits that hang on the tree for weeks. An unforgettable spectacle in full bloom, it is at all times a shapely, somewhat dwarf lawn specimen.

CATALPA Bungei

The little umbrella-shaped trees with broad, dark green leaves, so useful for providing a formal note in the landscape scheme.

Niobe Weeping WILLOW

A beautiful and distinctive background tree with its green foliage, silvery beneath, and golden yellow bark and twigs.



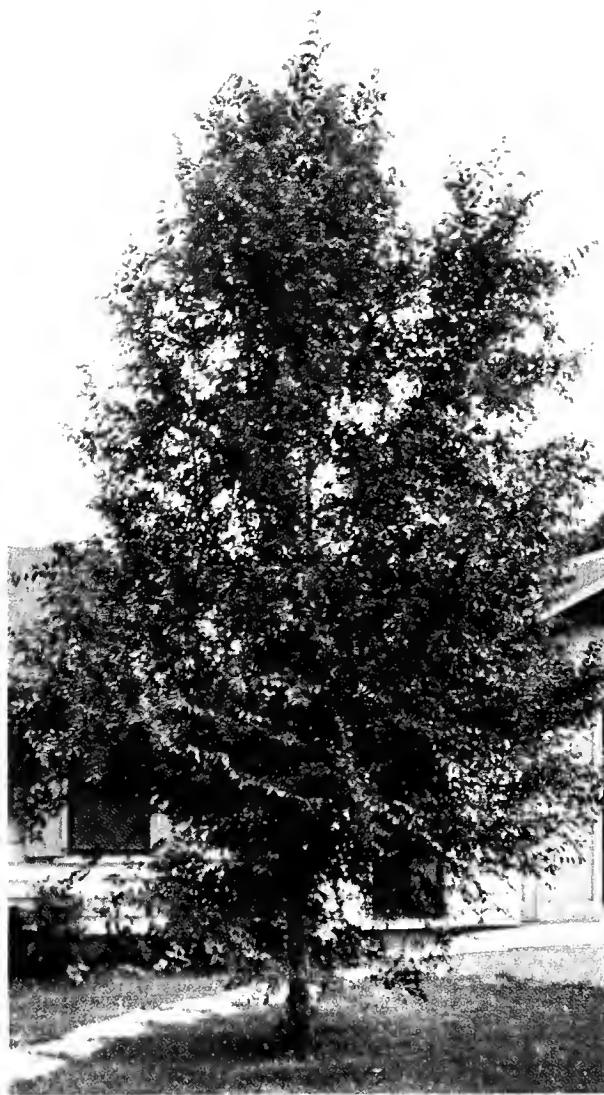
Niobe Weeping Willow.

Mountain ASH

Semi-dwarf lawn tree with straight, smooth trunk and fine-cut leaves on somewhat drooping branches. White flowers in May, followed by brilliant orange-red berries which cling all winter. An interesting and distinctive specimen tree.

Chinese ELM

A remarkably beautiful, rapid-growing tree that has leaped to popularity. Unusually hardy and resistant to heat and drought, it will do well over a wider range of soils and conditions than any other tree. Besides making graceful specimens for lawn and street planting, it is finding wide acceptance for windbreak and hedge purposes. A remarkably versatile and useful tree, it is due for even greater popularity than it now enjoys.



Chinese Elm.



American Elm.

American ELM

Our noblest shade tree, large and spreading, combining strength and grace. They grow anywhere and are very long lived. An ideal street tree and for large lawns there is nothing finer. The charm of the old New England villages is largely associated with their ancient Elms.



Linden.

LINDEN

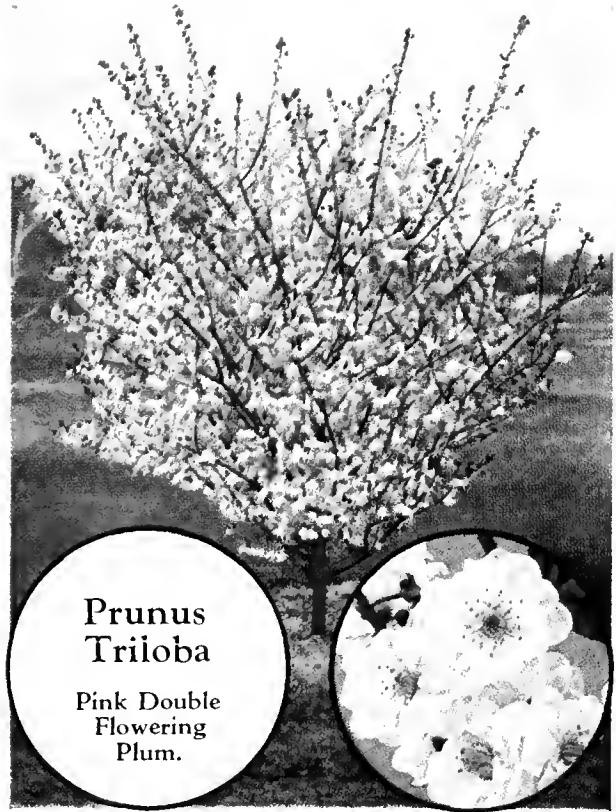
A splendid lawn tree with round, compact top, broad, green leaves giving dense shade and fragrant flowers followed by winged fruit. Very hardy and a rapid grower. Generally planted as specimens.

Norway MAPLE

Symmetrical and well rounded tree, vigorous, straight growing, inclined to form a spreading head when given room. A regal tree, ideal for the avenue or home grounds. The deeply lobed green foliage changes to orange and red in autumn.



Norway Maple.



**Prunus
Triloba**

Pink Double
Flowering
Plum.

Double Flowering Plum (Rose Tree of China).

Double FLOWERING PLUM (Rose Tree of China)

In spring this little tree is a solid mass of double pink blossoms before the leaves come. An effective note in the spring planting.

Schwedler's MAPLE

All the good points of the Norway Maple and in addition the leaves are purplish red. A most striking shapely tree for the lawn or avenue. In midsummer the leaves are purplish green and in autumn they turn yellow.



Schwedler's Maple.



Lombardy Poplar.



Silver Maple.

Silver MAPLE

A beautiful shapely rapid-growing Maple with silvery leaves. A favorite for street and lawn planting where a fast-growing tree is desired.

Lombardy POPLAR

The dark green spires of the Lombardy effectively break the sky-line, providing accent points where desired. Or a row of them will screen out an undesirable view. Hardy and rapid growing.

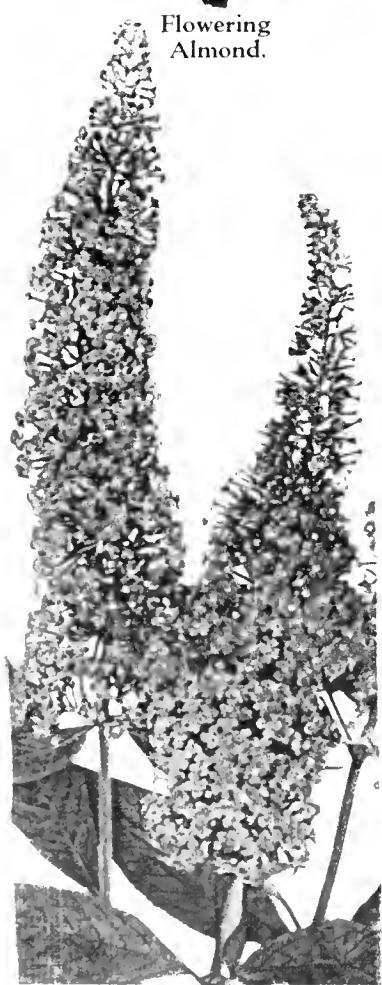


The blending of all types of plants into a continuously beautiful whole such as that shown on the right is the work of an artist familiar with his medium. Though you doubtless have certain ideas concerning the development of your property, a little help in expressing them in living material would probably be welcome. Our representatives are specially trained to aid in the making of a plan and in selecting the proper trees, shrubs, perennials, etc., to make that plan most effective.

ORNAMENTAL SHRUBS



Flowering Almond.



Buddleia.

Flowering ALMOND

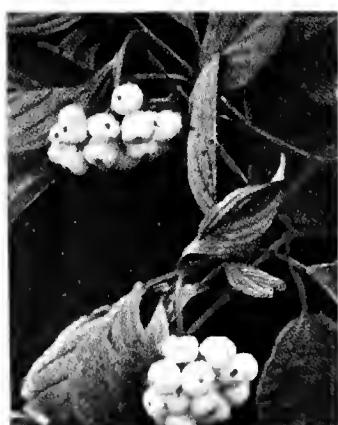
Before other shrubs have budded out in the spring, the double pink or white flowers of the Flowering Almond envelope the small, graceful plants.

Japanese BARBERRY

A perfectly hardy, healthy, roundish shrub ideal for hedging or foundation work. Bright green in summer, brilliant red in autumn with long-lasting scarlet berries.

Red-Leaved BARBERRY

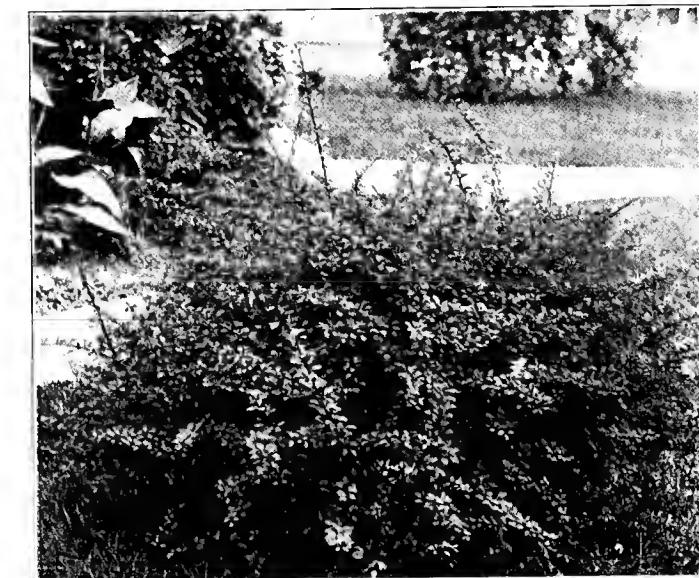
A rich bronzy red form of the Japanese Barberry, equally hardy and healthy. A colorful note for foundation work, hedges or isolated specimens



Cornus Sibirica.



Japanese Barberry.



Red-Leaved Barberry.

BUDDLEIA

Graceful shrub with arching branches tipped with long lilac-like heads of fragrant flowers. For the shrub or perennial border.

CORNUS sibirica

(Red-Twigged Dogwood). Striking in winter with its showy blood-red branches. Delightful in summer for its bright green foliage, creamy white flowers and pearly white fruit.



Cornus Sibirica.



Cornus Elegantissima.

CORNUS *elegantissima*

A graceful shrub with variegated green and creamy white foliage making a fine contrast effect in the border.

Golden ELDER

The golden foliage contrasts well with the green of other shrubs. A rather large shrub, excellent for massing. Large, flat, creamy blooms followed by purplish berries.



Golden Elder.



Hydrangea Arborescens.

HYDRANGEA *arborescens*

(Hills of Snow). Satisfactory and beautiful shrub doing well in shady places, such as the north side of a house. The large, green heart-shaped leaves are attractive in themselves, but when the immense crop of large, flat heads of white flowers come on, it is a sight wonderful to behold. Very hardy and widely useful.

HYDRANGEA *paniculata* *grandiflora*

Great nodding heads of flowers coming out in late summer, first greenish white, then gradually turning pink and finally bronze, make this one of our most beautiful and useful shrubs. Fine for bedding by itself, as a border of medium height, or for use with other shrubs in the foundation planting. One of the most magnificent of the late-blooming shrubs.



Hydrangea Paniculata Grandiflora.



Ludwig Spaeth.

President Grevy.

Mme. Lemoine.

Charles Joly.

Hybrid French LILACS

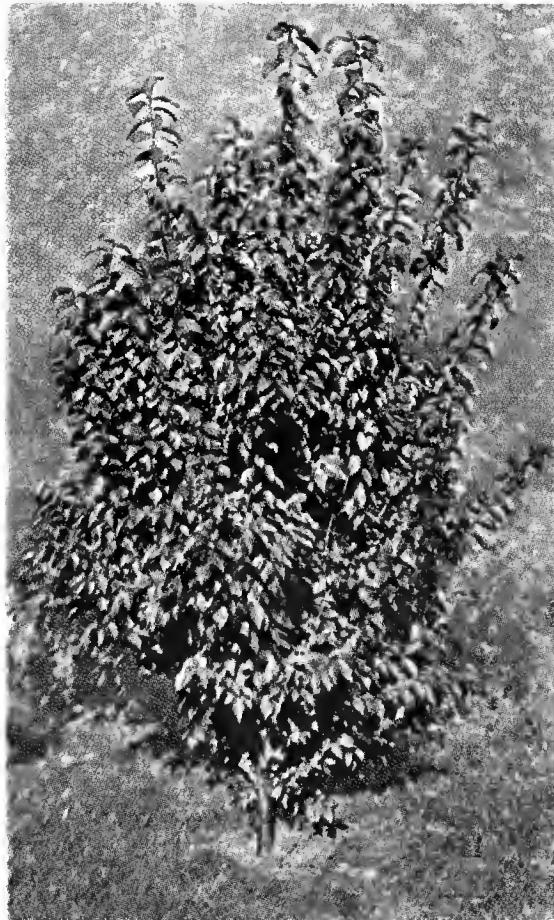
An immense improvement over the common forms of Lilacs, and available in a wide range of colors. Hardy, shapely shrubs with immense, graceful heads of bloom. Useful in a wide variety of locations, either as lawn specimens or in the background of borders or foundation plantings. Many other varieties are available besides the four shown.



Golden Syringa.

Golden SYRINGA

(*Philadelphus aureus*). Graceful shrub with contrasting golden yellow leaves and beautiful, large white flowers produced lavishly in June. Splendid in bloom or leaf either as isolated specimens or to liven up otherwise all-green shrub or evergreen plantings. The blossoms are very fragrant.



Hansen's Purple Plum.

THE charm and beauty of flowering shrubs has added almost inestimably to the appearance of this home. In a well handled planting, variety is achieved in both color and shape of bloom and heights are properly matched to obtain several rows of shrubs, all easily visible and forming, not a succession of disconnected units, but a complete harmony. The architecture of the house determines to a large extent the character and individuality desirable

FORSYTHIA

A profusion of golden, bell-shaped blooms in early spring, even before the leaves appear. Spring comes weeks earlier when a few of these bright spots liven up the landscape and withdraw attention from the later shrubs which are still bare and wintry looking. Hardy, easy to grow and widely useful.

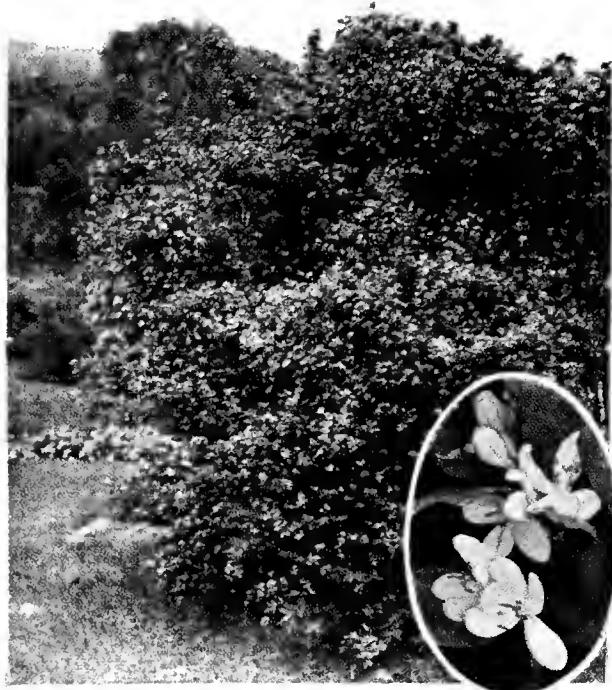


Forsythia.

Hansen's Purple PLUM

An improved form of the Purple-Leaf Plum that has always been widely used for its beautiful contrasting foliage. These small, shapely trees make beautiful lawn specimens or can be easily worked into any large shrub planting, the reddish purple foliage furnishing an attractive point of interest.





Lonicera Tatarica.

LONICERA *tatarica*

(Tartarian Honeysuckle). Robust and beautiful large shrub, at its best as a background or screen. A wealth of small, fragrant, light crimson flowers followed by orange berries. Hardy; grows rapidly in any location.

LONICERA *morrowi*

Splendid large plant, its wide-spreading branches thickly laden with creamy white flowers in their season, followed by crimson berries in July. Fine as a background or to screen blank walls or undesirable views.



Lonicera Morrowi.



Philadelphus Lemoinei.

PHILADELPHUS *Lemoinei*

A fine shrub of medium height with very attractive foliage. Produces a wealth of large white sparkling blooms, very fragrant and sometimes semi-double. A splendid subject back of the dwarf shrubs used in the foreground of the border or foundation planting.



This attractive planting illustrates a finely executed informal foundation planting for the small home. Widely separated focal points of interest, too far apart for the eye to encompass in one glance, have increased the apparent size of this small dwelling. Variety in height, color and type of bloom keep the interest at a high point. The attractive architecture has been enhanced rather than covered up, the final test of a well-designed planting. Note the fine use of the Red-Leaved Barberries in the foreground.



Philadelphus, Virginal.

PHILADELPHUS *Virginal*

(Virginal Mock Orange). Truly magnificent, and generally conceded the finest of all the Mock Oranges. The bush is handsome in shape, foliage good. The extra large white flowers come five to seven in a cluster, some single, some semi-double and some full double. Exceptionally long blooming season, almost an everbloomer.

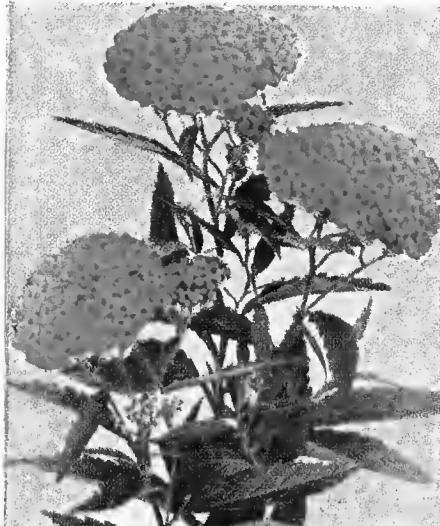
PHILADELPHUS *coronarius*

This tall, vigorous shrub is invaluable as a screen or background. In May and June it has white, waxy blooms of delicious fragrance. One of the most useful of all tall shrubs.

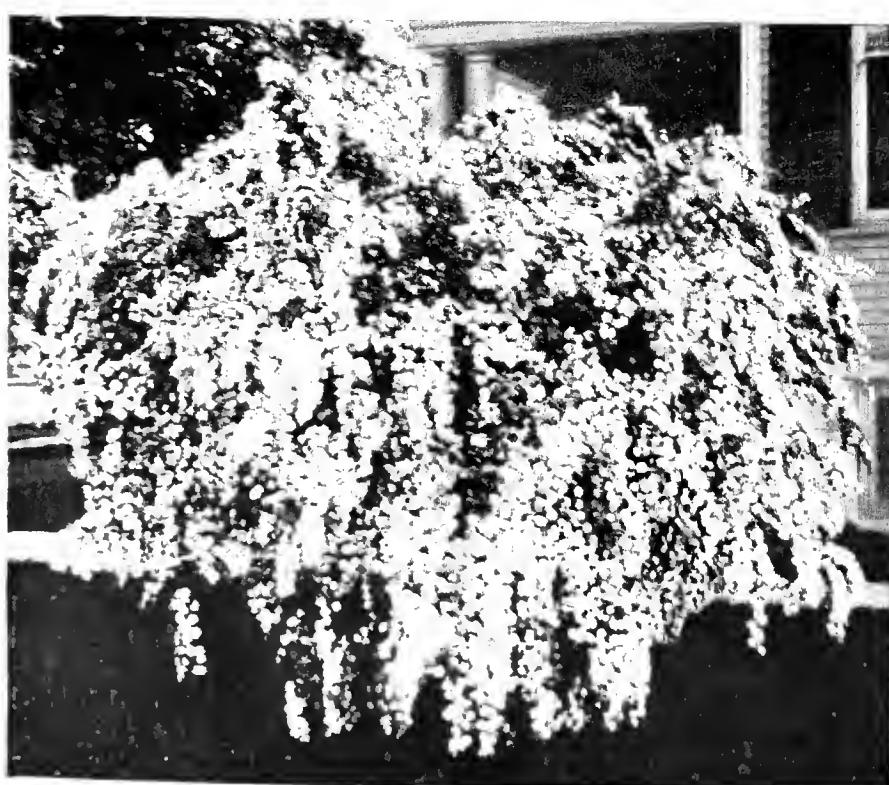


SPIREA *Van Houtte*

An old but deservedly popular shrub, it has a myriad uses and is perfect in every one. One of the hardiest and easiest to grow of all shrubs. It is ideal for a specimen plant, in the foundation planting, as a screen or hedge, either trimmed or untrimmed. Beautiful at any time with its healthy, tiny leaves, but magnificent beyond description when completely enveloped with its long drooping sprays of tiny, pure white flowers in May and June.



Spirea Froebeli.



Spirea Van Houtte.





Snow Garland Spirea.

Snow Garland SPIREA

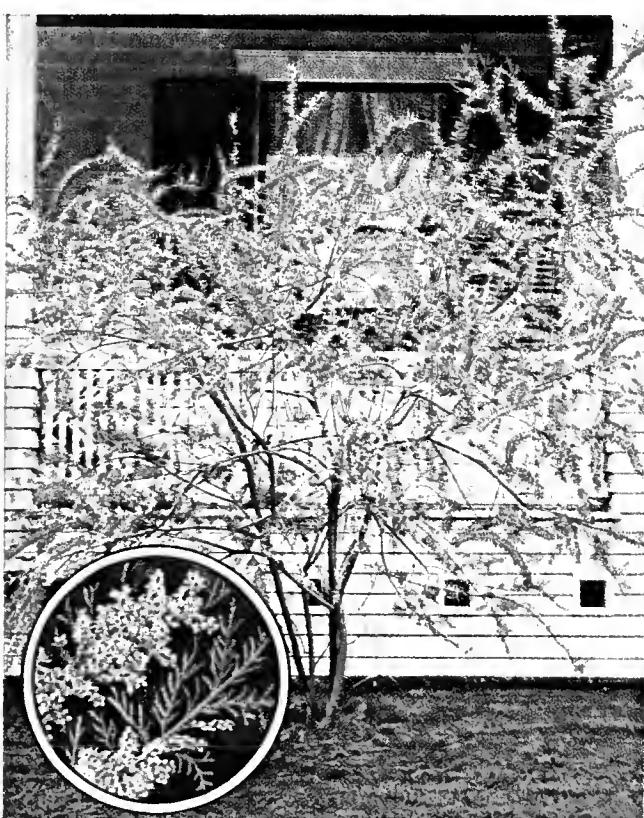
(*Spirea arguta*). Graceful and beautiful, blooming in early May. Of medium height, with distinctive, dark green feathery foliage.



Spirea Anthony Waterer.

TAMARIX

A tall graceful shrub with dense feathery foliage and long loose sprays of tiny pink flowers, mistlike in appearance. Does well anywhere, sun or shade, wet or dry.



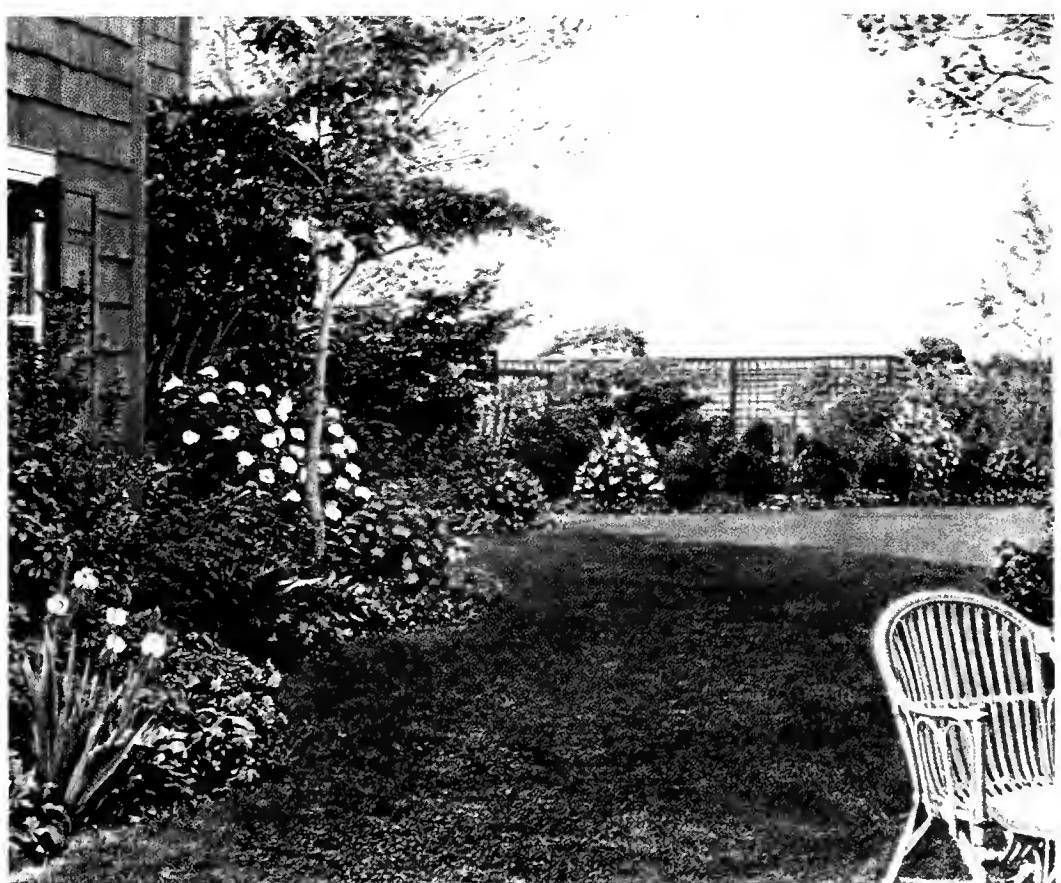
Tamarix.



Snowball.

SNOWBALL

Large white ball-shaped blooms early enough for Decoration Day. A tall shrub, justly popular for background use and the value of its gorgeous display of bloom in the May garden.



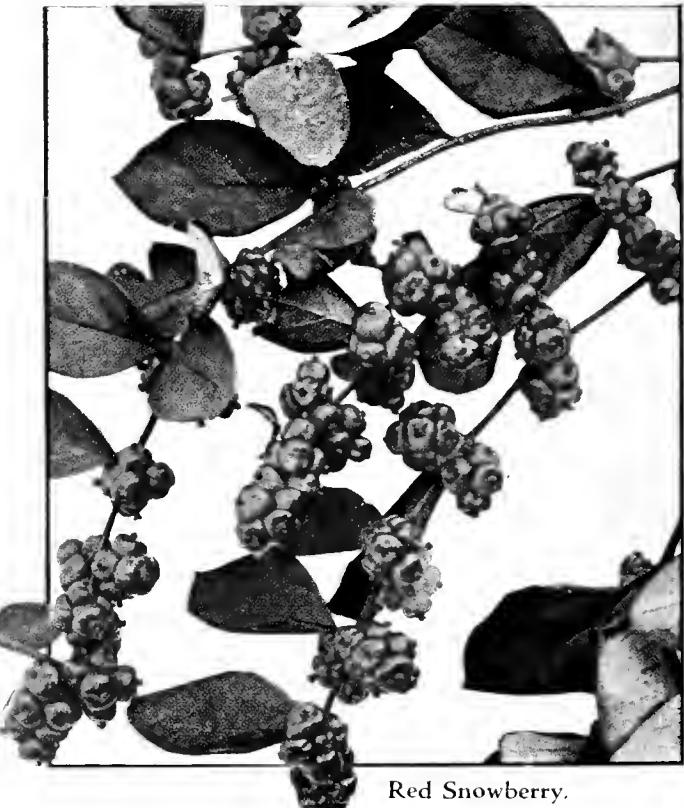
IN the outdoor living room there is always peace and quiet. In the heat of summer days it is a cool retreat with its soft, friendly greenness. In evening, a secluded nook where life is at its best and relaxation amid the fragrance and lengthening shadows is delightful.



White Snowberry.

White SNOWBERRY

Fine shrub of compact form and semi-dwarf habits. Does well anywhere, but particularly in the shade. Covered with rose-pink flowers in June and July, followed by numerous clusters of large, pearly white berries which remain on a long time.



Red Snowberry.

Red SNOWBERRY (Coralberry)

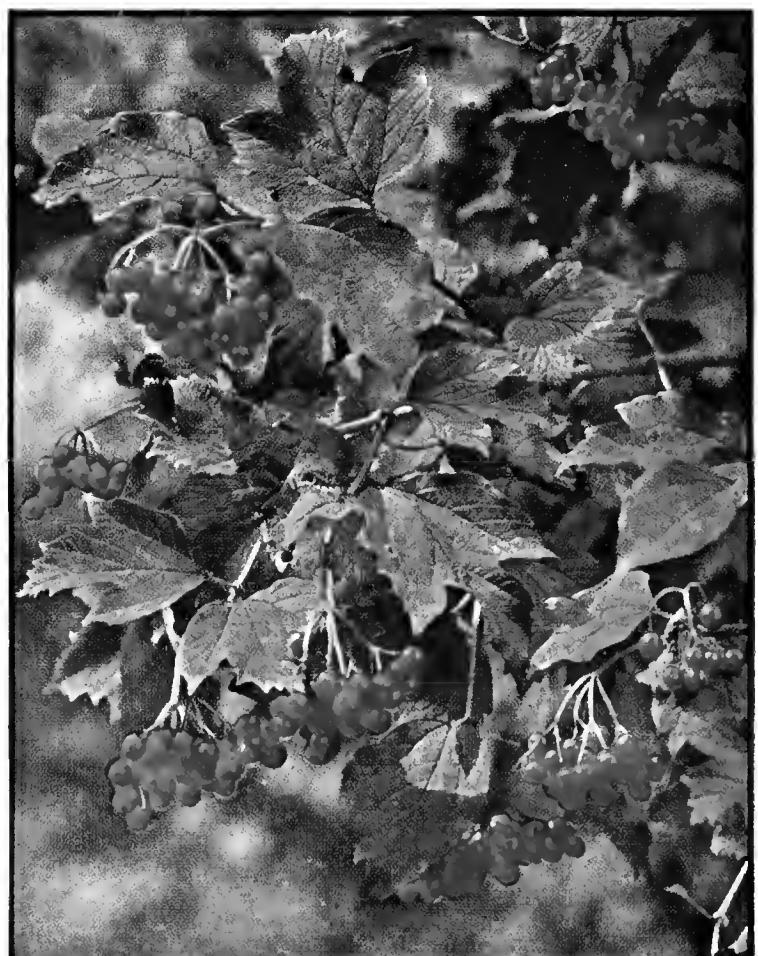
Dwarf foundation shrub of good form, with thick, fine foliage. The small red fruits are thickly clustered along the ropelike branches, weighing them heavily into an attractive drooping appearance. Fine companion plant for the White Snowberry.

VIBURNUM americanum (Cranberry Bush)

Tall and sturdy background shrub with handsome, bright green foliage, setting off well the soft, flattened heads of white flowers. The most distinctive feature is the bright red berries which hang in clusters all winter.



Weigela, Eva Rathke.



Fruit of Viburnum Americanum.

Hardy HEDGE PLANTS



Japanese Barberry.

Japanese BARBERRY

Makes a beautiful rounded thorny hedge, hardy in the extreme and succeeding everywhere. May be trimmed for a lower hedge. The tiny bright green leaves turn red in autumn and the red berries hang on well into the winter.



Alpine Currant.



Russian Olive.

Alpine CURRANT

Ideal for a formal hedge of medium height. Dark green, glossy foliage, turning to bronzy shades in autumn. Does well in shade or sun. Also a useful plant for the shrub border in combination with other shrubs.



BUCKTHORN

Very dependable for hedging; can be kept trimmed as low as 2 feet or allowed to grow tall to serve as a screen.



Spirea Van Houtte.

SPIREA Van Houtte

The most beautiful of all flowering hedges. Naturally a fairly tall, broad, graceful hedge. It may be clipped severely for more formal uses. Small bright green leaves and a gorgeous display of spring flowers.

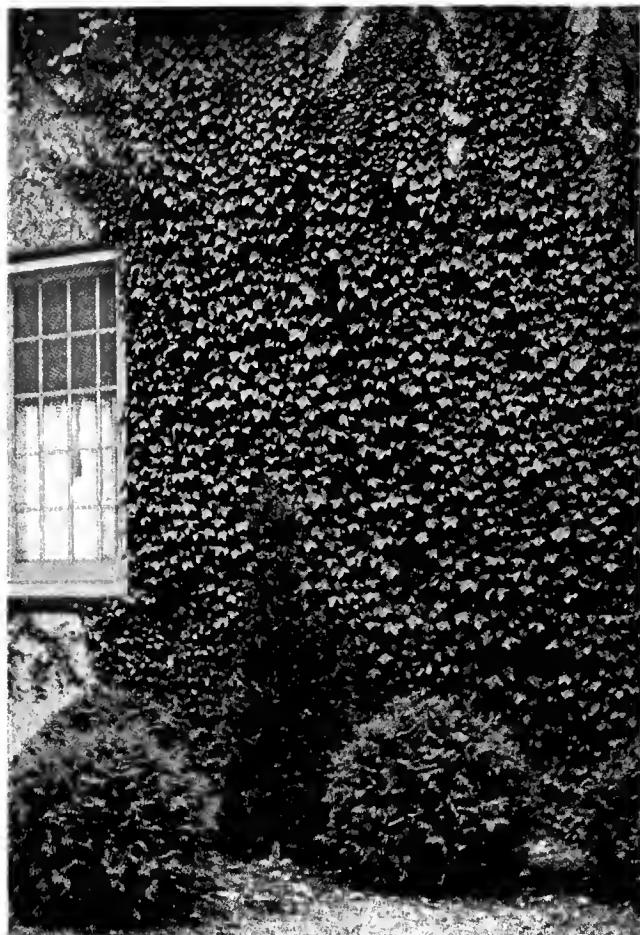
CHINESE HEDGEWOOD (Dwarf Ulmus Pumila)

Extremely hardy and drought resistant. Beautiful foliage appearing early in spring and remaining late in fall. Well adapted to trimming to form a dense, compact wall of any size or shape desired. A new hedge material, but rapidly becoming popular.



Chinese Hedgewood.

Hardy CLIMBING VINES



Ampelopsis Engelmanni.



Chinese
Matrimony
Vine.



AMPELOPSIS *Engelmanni*

Most popular of clinging vines, doing well on any exposure and climbing rapidly on wood, brick or stone without support. A solid wall of dark green leaves, turning purplish red in autumn.



Clematis Paniculata.

CLEMATIS *paniculata*

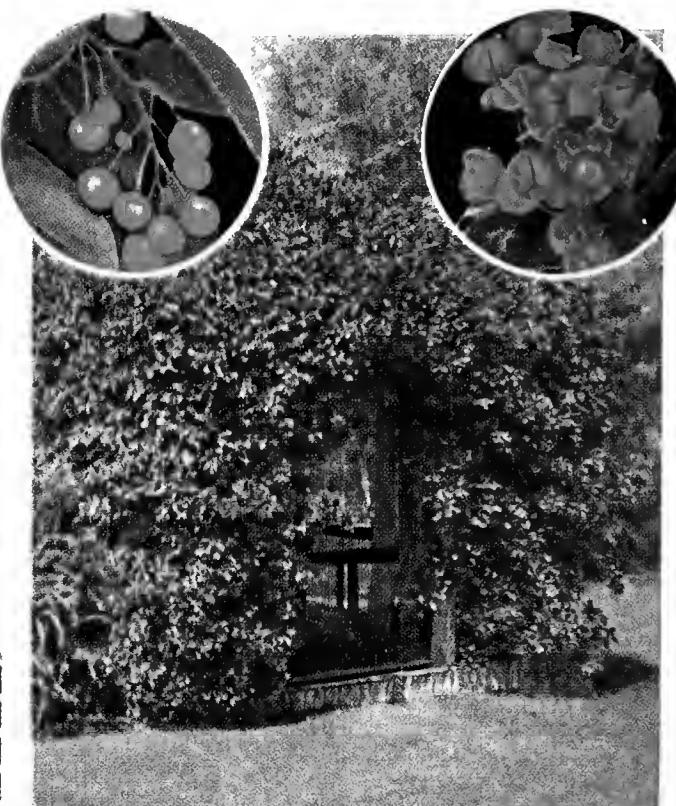
A very popular, hardy, rapid-growing vine with myriads of small, white, fragrant flowers in late summer and fall.

CLEMATIS *Jackmani*

The hardest and most popular of the large-flowered Clematis. Good climber, immense flowers of rich purple all through the summer.

Chinese Matrimony Vine

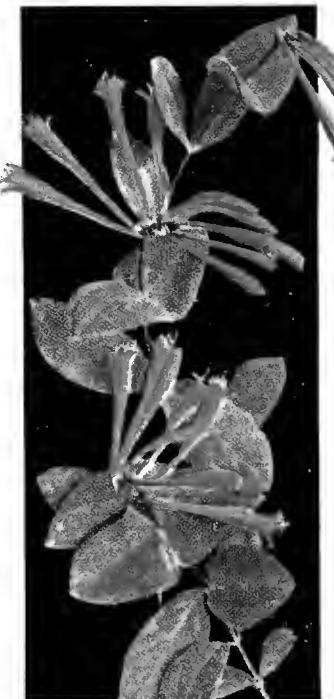
Bushy rapid-growing vine, especially desirable for covering unsightly banks. Purplish flowers followed by crimson berries.



Bittersweet.

Bittersweet

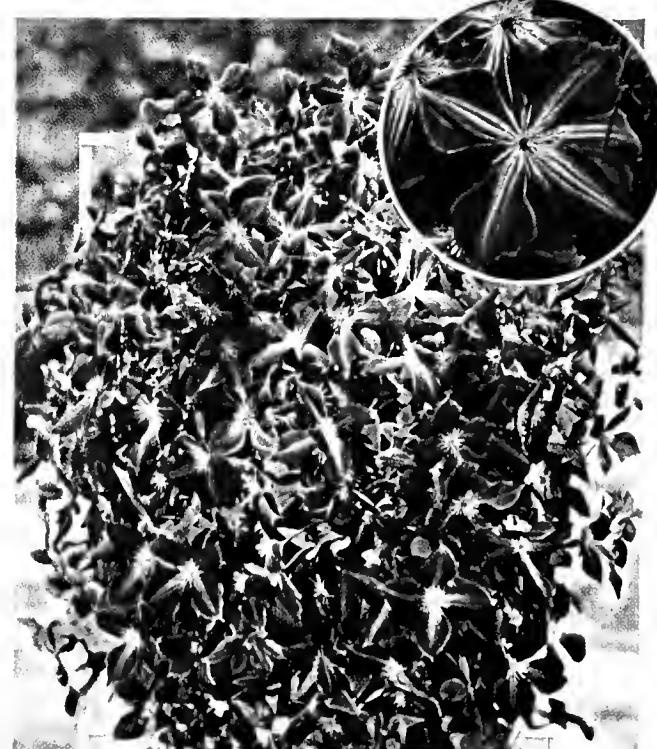
Hardy rapid-growing native vine with bright glossy foliage. Much prized for the bright orange berries so useful in winter decoration.



Scarlet Trumpet
Honeysuckle.

Scarlet Trumpet Honeysuckle

Beautiful clusters of large trumpet-shaped flowers in July and August have made this vine very popular. Hardy vigorous climber.



Clematis Jackmani.

ROSES



Crimson
Rambler.

Paul's Scarlet Climber

Today's most brilliant and popular red climbing Rose. Hardy and dependable, a profuse bloomer. The flowers are fairly large, very vivid, and unfading.



Paul's Scarlet Climber.



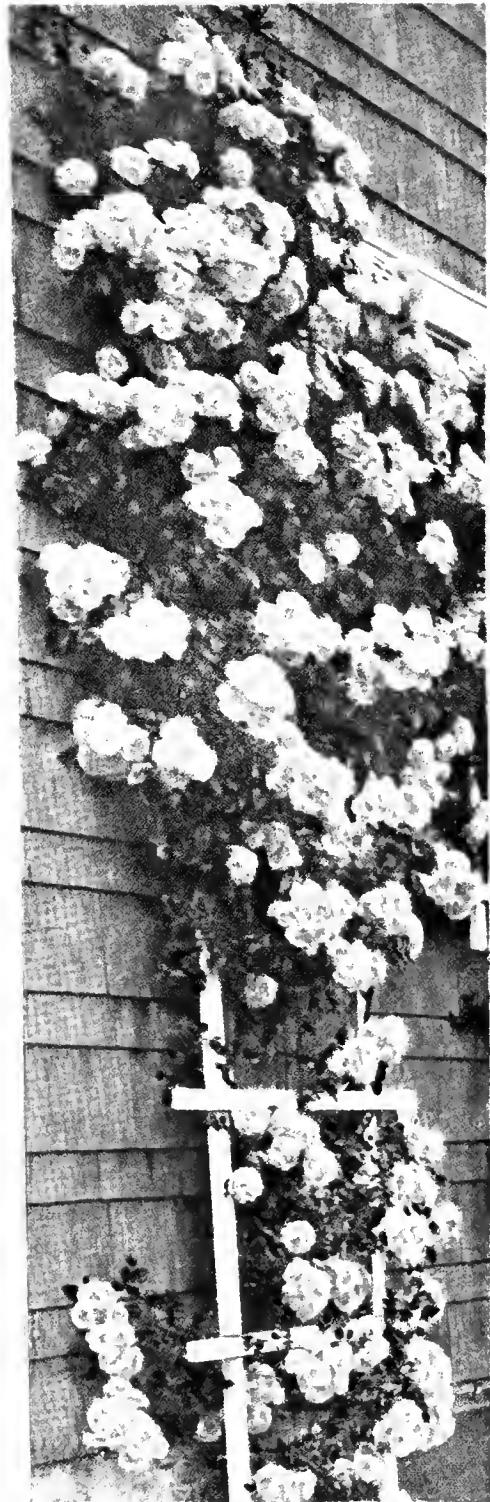
Flower of Fairfield.

Flower of Fairfield

A hardy, sturdy climber with rich red double Roses in large clusters in June, followed by occasional blooms all during the summer.

Red Baby Rambler

A dwarf bush Rose with blooms like those of the Crimson Rambler. Makes a fine little flowering hedge for edging walks and drives.



Dorothy Perkins.



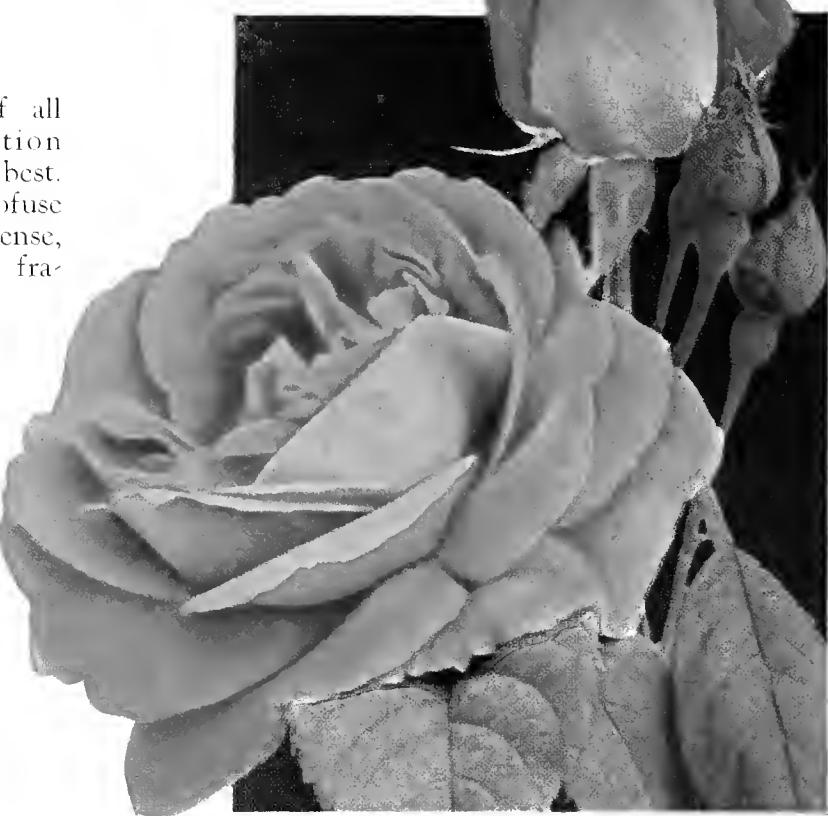
Red Baby Rambler.



Paul Neyron.

Paul Neyron

The largest of all Roses in cultivation and one of the best. Sturdy bush, profuse producer of immense, clear pink, very fragrant blooms.



Red Radiance.

Soleil d'Or

Marvelously colored rose, orange-gold and pink mingling in the very double, large blooms. Plant of erect, vigorous habit.



Soleil d'Or.

Frau Karl Druschki

The best of all white Roses. Vigorous producer of large, white, perfectly shaped blooms. Sturdy plant and continuous bloomer.



Frau Karl Druschki.

General Jacqueminot

Clear red flowers of excellent shape. Lovely color and fragrance. An old favorite and still very popular because of its excellence.



General Jacqueminot.

Jonkheer J. L. Mock

Immense finely formed blooms of deep pink with silvery rose inner surface. Strong healthy plants, free bloomer.



Jonkheer J. L. Mock.



Amelie Gravereaux.

Amelie Gravereaux

A fine Rose, hardy in any climate. Strong shrub, bearing well shaped, double, very fragrant, dark purplish red flowers in small clusters all summer. It is a Hybrid Rugosa Rose and has the thick, shiny, dark green foliage characteristic of its class.

F. J. Grootendorst

Wonderful, sturdy, completely hardy Rugosa Rose bearing small, fringed, bright red flowers in immense clusters throughout the whole of the growing season. Large, shiny foliage. Desirable as a specimen or makes an ideal ever-blooming hedge if kept trimmed to about four feet.



F. J. Grootendorst.



1. Conrad F. Meyer.
2. Sir Thomas Lipton.

Rugosa ROSES

The shiny, dark green foliage and exceptional hardiness of the Rugosa Roses are well known. They will succeed where no other Roses can be grown. Continuous bloomers, ideal either as specimens or for hedge work. They have handsome, bright red fruits which stay on the bushes right along with the later flowers. On this page are illustrated six of the best varieties.



3. Hansa.
4. Belle Poitevine.

PEONIES



Duchesse de Nemours.

Duchesse de Nemours

The plants are medium tall, with strong, erect stems and excellent foliage. Dependable and profuse bloomer, the flowers being consistently shapely and of good size.



Reine Hortense.

Reine Hortense

Large, soft pink flowers, very double and of perfect shape. Midseason bloomer of medium height; strong and sturdy plant with fine foliage. One of the largest and finest Peonies ever introduced.



Edulis Superba.

Edulis Superba

Deep rose-pink with an occasional crimson marking. The earliest of its color to bloom.

Festiva Maxima

An old Peony but still the best and most widely known of the whites. Early to bloom and very dependable.

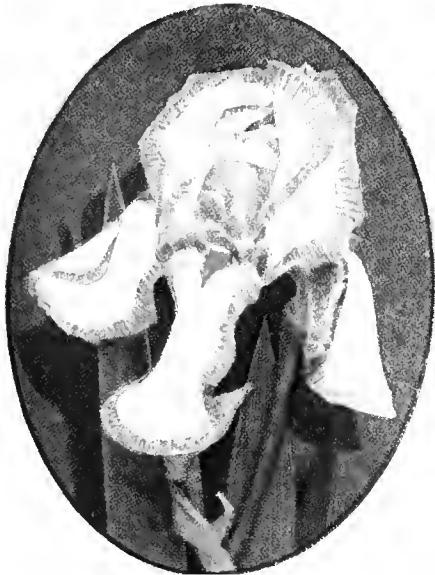
Karl Rosenfield

Peony experts agree that Karl Rosenfield is, in all qualities, the finest of all the reds. Both for landscape use and for cutting, this Peony knows no superior.

Festiva Maxima.

Karl Rosenfield.

IRIS



Mme. Chereau.

Mme. Chereau

An old variety but never surpassed in its class. Strong plants carry the blue-fringed white flowers in profusion.



Monsignor.



Quaker Lady.

Monsignor

Fine large distinctive flowers of rich deep violet. A fine dependable sort and one of the best of the dark shades.

Quaker Lady

A dependable and beautiful Iris in the smoky lavender shade so useful for combining with brighter colored flowers.



Regal Lily.

LILIES

Regal LILY

A magnificent Lily producing clusters of long, trumpet-shaped flowers, white within, streaked crimson on the outside. Hardy and dependable.

LILIUM Elegans

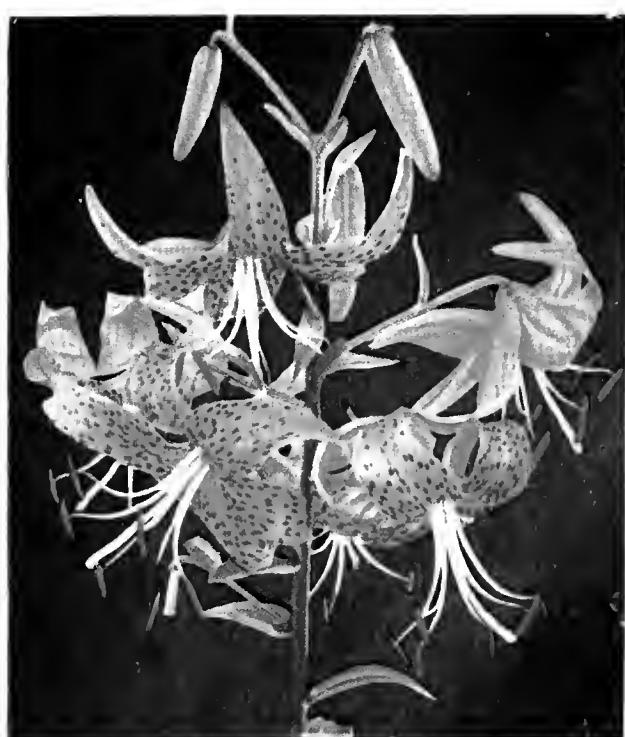
The orange-red flowers grow in large clusters, facing upwards from the tops of stiff stems. The foliage is distinctive and attractive.

Tiger LILY

The favorite of our grandmothers' gardens that has retained a prominent position through sheer excellence. Too well known to need description.



Lilium Elegans.



Tiger Lily.

Hardy BORDER PERENNIALS



Aquilegia

(Columbine). These long-spurred hybrids are a distinct improvement. Dainty, many-colored and long-blooming, they are worthy of a place in every garden.

Delphinium

Tall stately spires for the background of the border. These new double-flowered forms come in a wide variety of blue, lavender and pink.

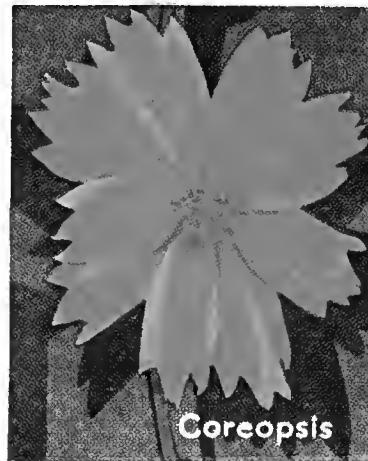


Delphinium.

For continuous beauty and permanent satisfaction there is nothing to equal the hardy perennial border. A judicious selection of varieties and colors will make it an exquisite spot from early spring until frost. For continuous bloom it is essential that the border be as wide as possible but charming effects can be achieved in any space available. Our representatives can help you in your selection of varieties but the final choice remains essentially your own. Proper location and, well done, a border is a source of pride.

Coreopsis

The yellow Daisy-like flowers are a continuous bright spot in the garden and ideal for cutting.



Coreopsis



Hollyhocks

For the extreme background nothing equals the Hollyhock. These new double forms are very striking and beautiful.



Bleedingheart

Rich in associations and worthy of a prominent place on its own merits. Graceful and spreading, loaded with bloom.



Lupines

Long spikes of pea-shaped blossoms in a wide color range. Best in a shady place and most effective in groups.





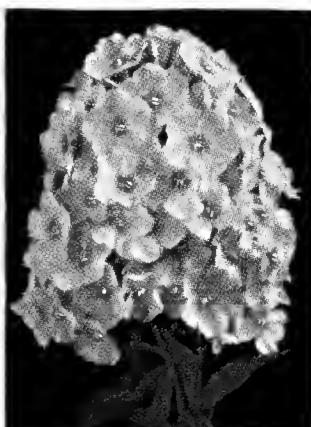
Hardy Chrysanthemum

Beautiful hardy garden plants, flowering in late fall after practically all other flowers are gone, extending the season of beauty in the garden at least a month. Come in all shades of yellow, red, pink, orange and bronze.



Platycodon

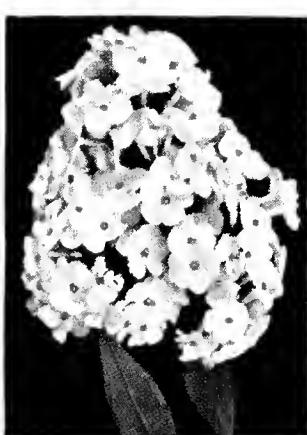
Showy flower, hardy and dependable, at home in either border or rock garden. Great abundance of bell-shaped blooms from July to September in either royal blue or white.



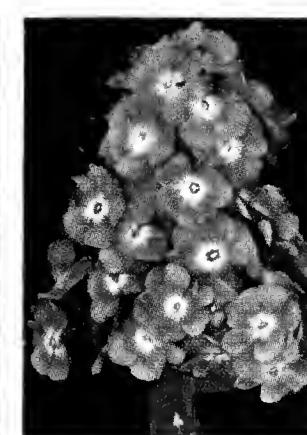
Rijnstroom Phlox.



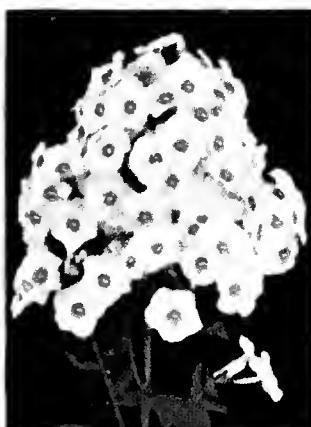
Rheinlander Phlox.



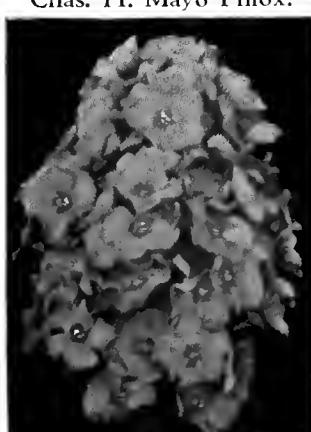
Mrs. Jenkins Phlox.



B. Comte Phlox.



Chas. H. Mayo Phlox.



R. P. Struthers Phlox.

PHLOX ~

Many grand effects may be achieved with these most satisfactory hardy plants. Equally good in beds by themselves, in clumps in perennial gardens or as an edging for shrub or evergreen plantings. They are easy to grow and their tall waxy trusses fit perfectly into any scheme. The range of colors is wide. Some have distinctive eyes, others are solid colors. All are beautiful and some of them are essential in any well-planned garden.

Rijnstroom. Good strong grower; strong stems with heavy trusses of lively rose-pink flowers.

Chas. H. Mayo. Fine strong plants. The individual florets are pure white with small red eye.

R. P. Struthers. Bright rosy carmine with claret-red eye. Tall and strong grower.

Rheinlander. Splendid old-time variety. Flower heads large, salmon-pink, on good strong stems.

Mrs. Jenkins. Pure white, late

flowering, medium height. Few varieties equal its free-flowering habit.

B. Comte. Tall growing variety producing large heads of rich satiny amaranth flowers.

Champs Elysee. Rich purplish crimson. One of the finest of all the dark reds.

Thor. Popular because of its splendid free-flowering qualities. Beautiful shade of deep salmon-pink with small anime-red eye.

Widar. Tall strong grower; free bloomer. A fine blue-violet.



Hibiscus

A tall grower, fine in the background or as a specimen. The flowers are 6 or 8 inches across and come in red, pink or white.

Hibiscus



Gaillardia

One of the most dependable of plants, no matter what the weather. The large flowers come in great abundance all summer and are fine for bouquets.



Champs Elysee Phlox.



Thor Phlox.



Widar Phlox.



Shasta Daisy

Fine large white Daisy-like flowers freely produced in June. Gorgeous display in the garden and fine for cut flowers.

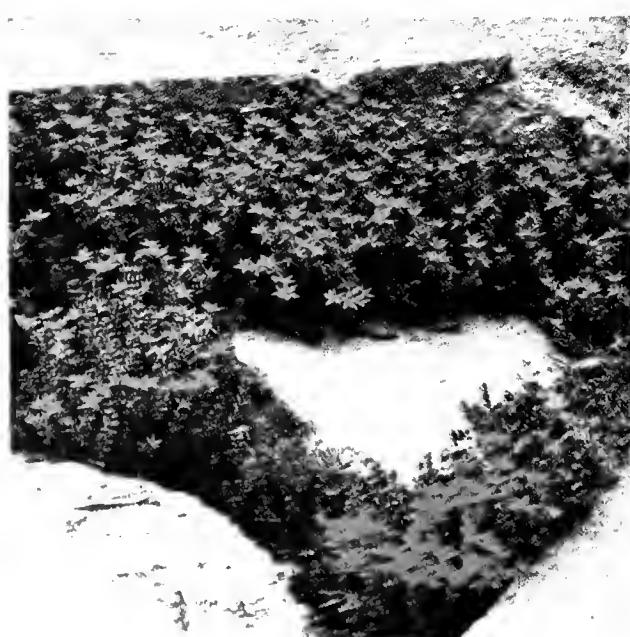


Sedum Spectabile

Broad light green foliage and immense heads of showy rose-colored flowers in autumn. Splendid for either the rock garden or border.

Sedum Acre

Odd creeping plant with waxy foliage and showy, minute yellow flowers.



Sedum Acre.

Statice

Dwarf plants with tiny leaves and immense mistlike heads of purplish flowers, exceptionally pretty in bouquets with other flowers.



Statice.



Pyrethrum

Beautiful Daisies of white and shades of pink and rose cover the plant in June; attractive fernlike foliage.



Iceland Poppies

Lovely dwarf plants of great value in the sunny border or rock garden. Come in a wide range of colors and bloom freely all summer long.

Sweet William

Charming old favorite, ideal for edging, with large heads of flowers in white and shades of red, orange and lavender.



Viola.



Sweet William.

Viola

These dwarf plants come in a wide variety of colors and are ideal for edging or in the rock garden. They bloom throughout summer and fall.



Coralbell.

Coral- bell

A fine rock or border plant with odd, roundish foliage and extremely graceful loose sprays of bright pink flowers.



Yucca.

Yucca

There is nothing more striking for the isolated position than this odd plant with its swordlike foliage and great heads of drooping white flowers.

SHERMAN NURSERY COMPANY, CHARLES CITY, IOWA

*Scenes
from our
Evergreen
Plantings*



We Grow Evergreens by the Million.



Why Sherman's Evergreens Grow.



Mugho Pine.
A fine dwarf evergreen.



Sheared Juniper.



A Specimen Evergreen Block.
Note wide spacing and proper trimming.



A 60-Acre Field of Evergreens.

Why Thousands Insist on Sherman's High Quality Trees and Shrubs



Photograph of mail-order 3- to 4-ft. apple tree and Sherman's specimen grade (5 to 6 ft.). The small tree weighs 6 ounces and Sherman's specimen tree 40 ounces. Notice that Sherman's tree is $6\frac{2}{3}$ times the size of the small tree. The value is proportionate. It takes more than height to indicate the value. The home planter wants a strong tree with head formed.



Two samples of 12- to 18-inch Barberry hedge plants. The light ones are a mail-order grade from a seed-bed. The heavy ones are Sherman's plants and have been transplanted and grown with plenty of space for root and limb development. The average weight is 2 ounces and 7 ounces respectively.



Both of these plants are 2 to 3 feet high. The light one is a mail-order grade that was grown in a thick row and did not have room for side development. The heavy one was grown in a wide open row. The mail-order plant weighs 4 ounces. Sherman's specimen, 32 ounces.

Our Old Customers Are Not Misled by the Cheap Catalog and Radio Offerings

Frequently the purchaser of nursery stock is not aware of the method of growing trees and plants. Many nurseries grow their trees very closely together in the nursery rows so that the plants become spindly and under-nourished. It is true the trees or plants may grow to be "two years old" or 2 to 3 feet, but these grades are misleading.

Note Pictures



The small one is a 12- to 18-inch mail-order grade and the large one Sherman's specimen grade. Is the small one worth planting? It should be grown by the nurseryman for 2 years more before being sent to a home planter. It is a nursery line-out grade and not strong enough for the home planter. The small plant weighs 2 ounces. Sherman's specimen weighs 32 ounces.

